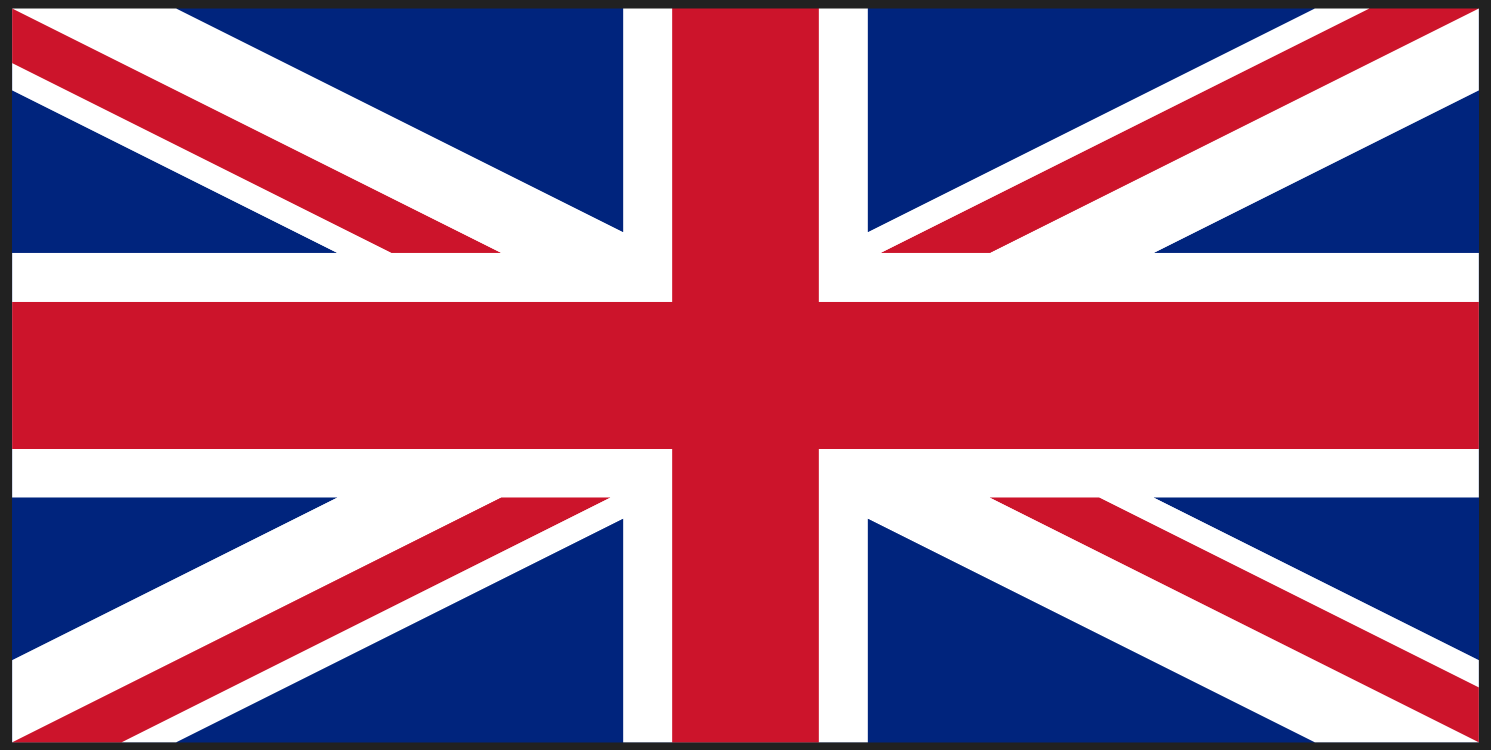

DIGITAL 2025

THE UNITED KINGDOM

THE ESSENTIAL GUIDE TO DIGITAL TRENDS

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PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

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GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
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ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
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BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
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BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions **do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
8.20 BILLION	8.78 BILLION	5.56 BILLION	5.24 BILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.9%	+2.2%	+2.5%	+4.1%
+70 MILLION	+190 MILLION	+136 MILLION	+206 MILLION
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
58.1%	107%	67.9%	63.9%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

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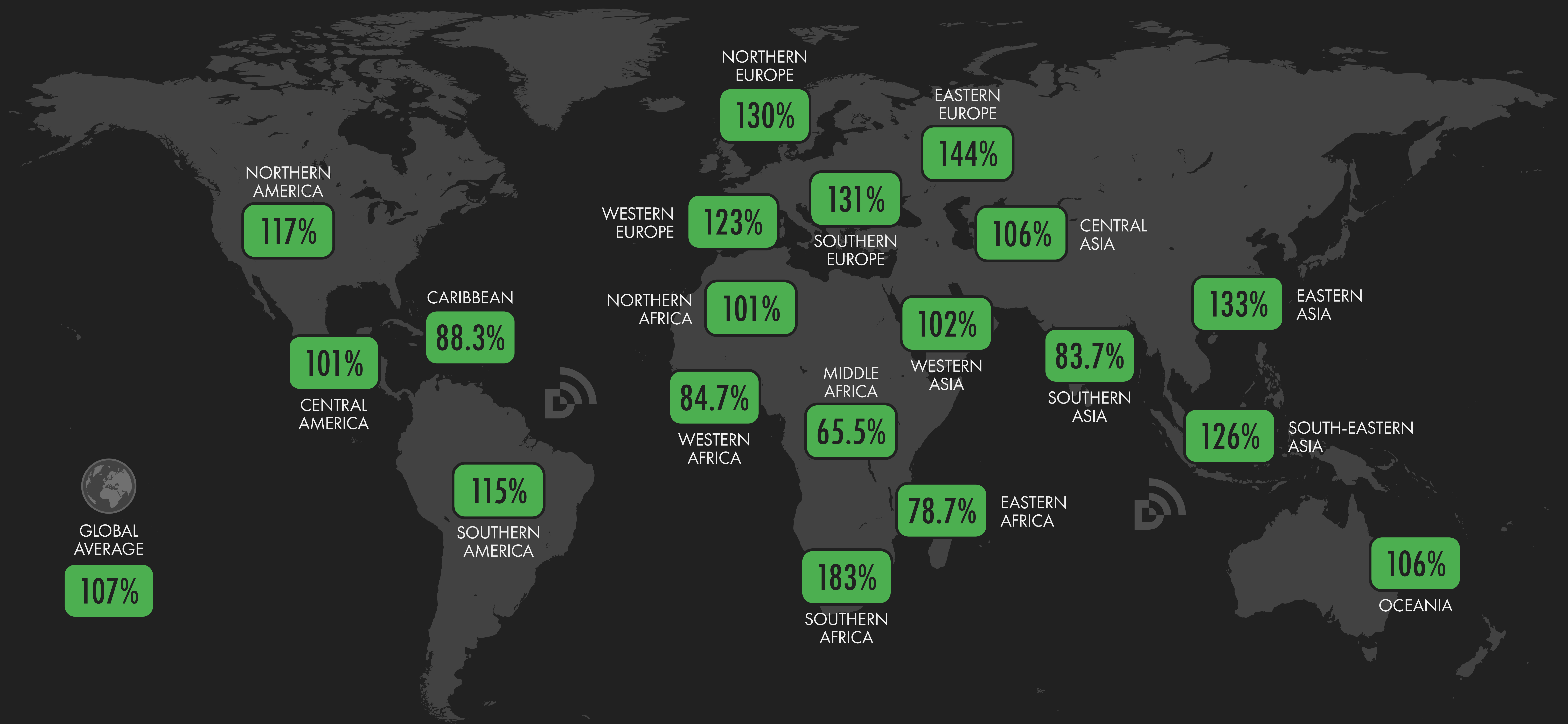
MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

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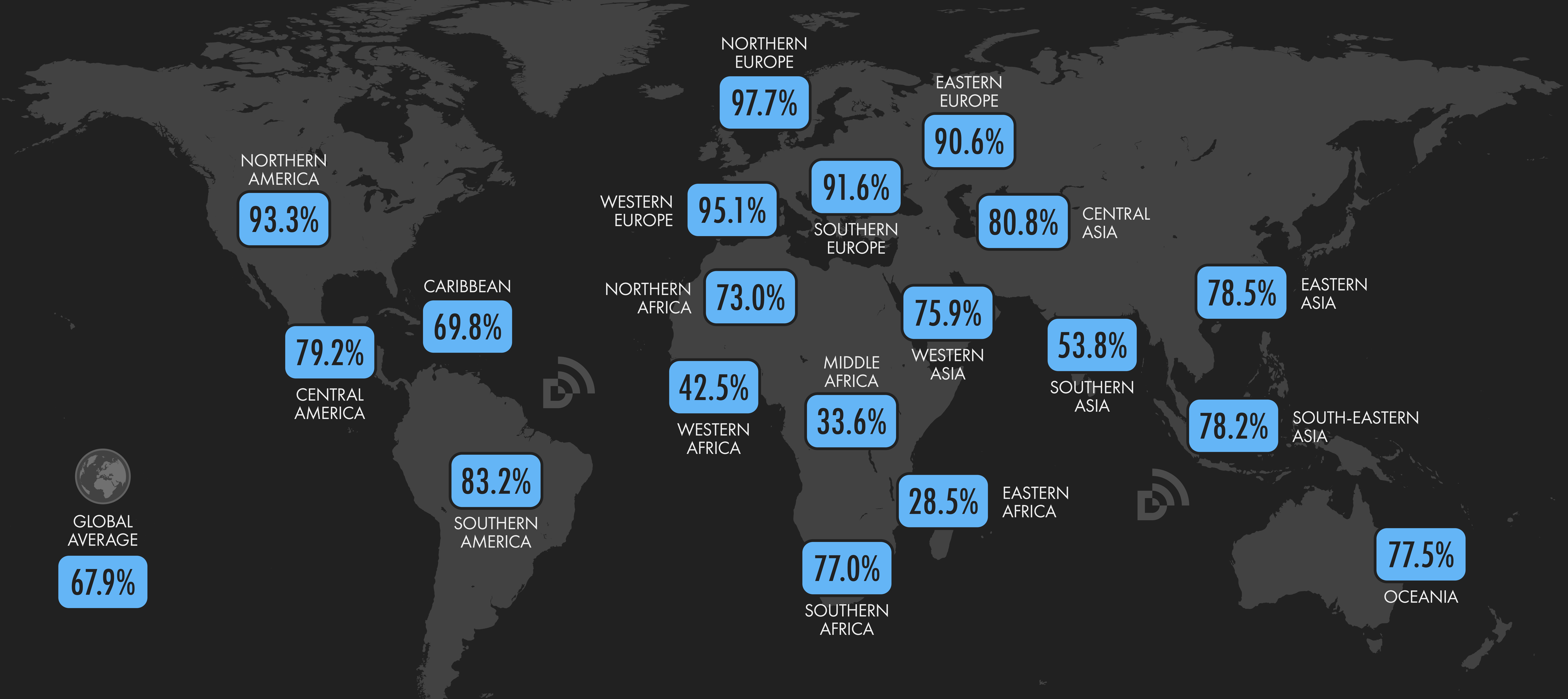
INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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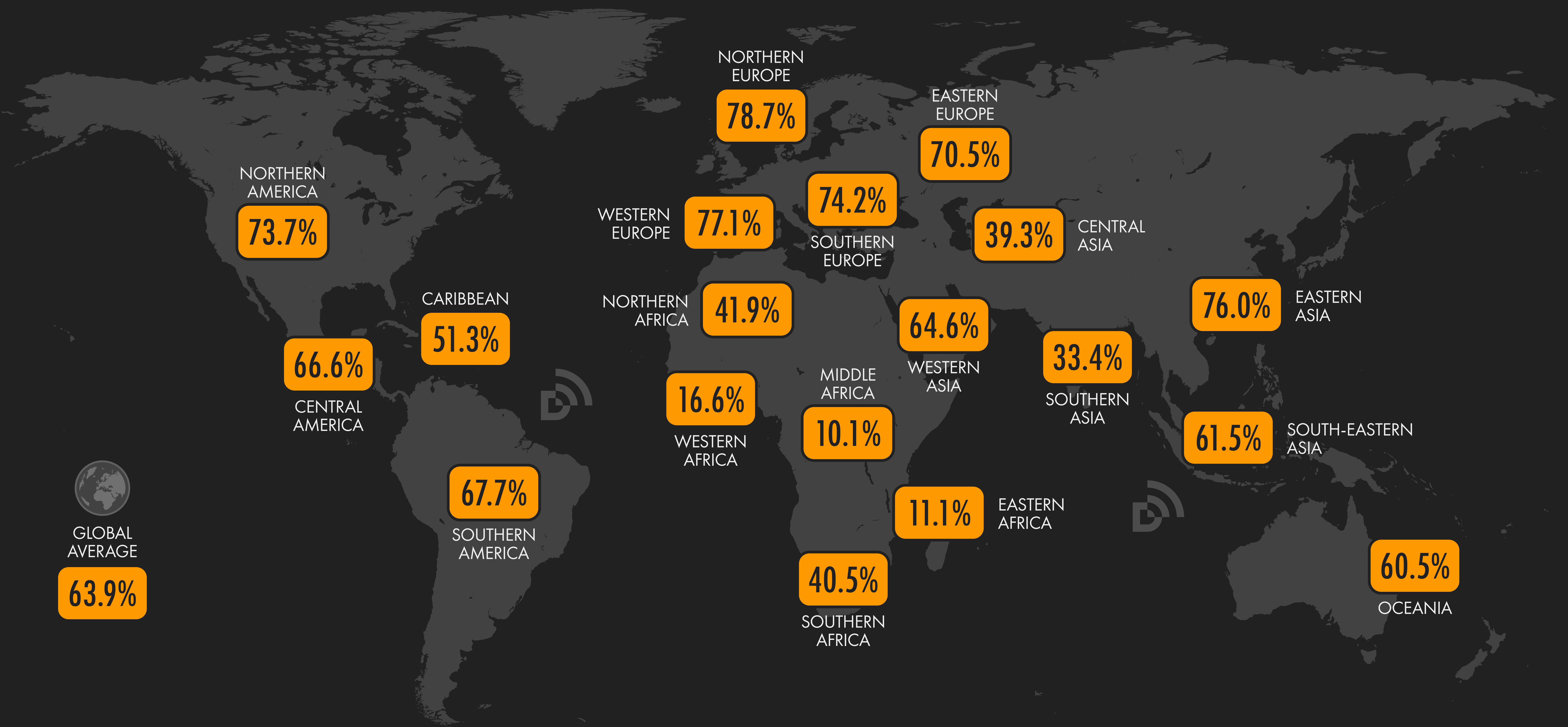
SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA.

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CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2025 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

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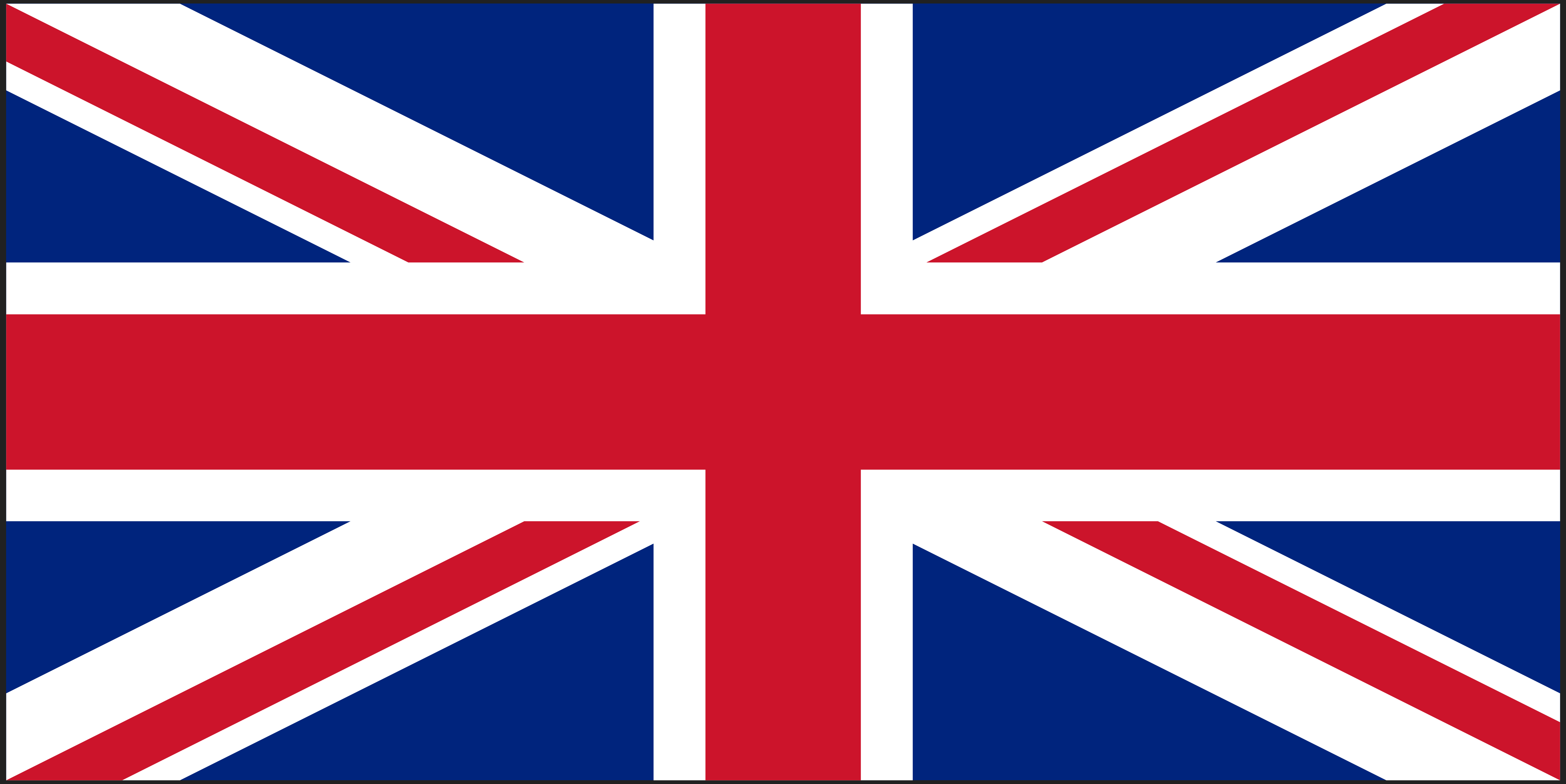

THE UNITED KINGDOM

THE UNITED KINGDOM

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

THE UNITED KINGDOM

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
69.4 MILLION	88.4 MILLION	67.8 MILLION	54.8 MILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.6%	-0.08%	+0.6%	-2.5%
+430 THOUSAND	-68 THOUSAND	+421 THOUSAND	-1.4 MILLION
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
85.0%	127%	97.8%	79.0%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.


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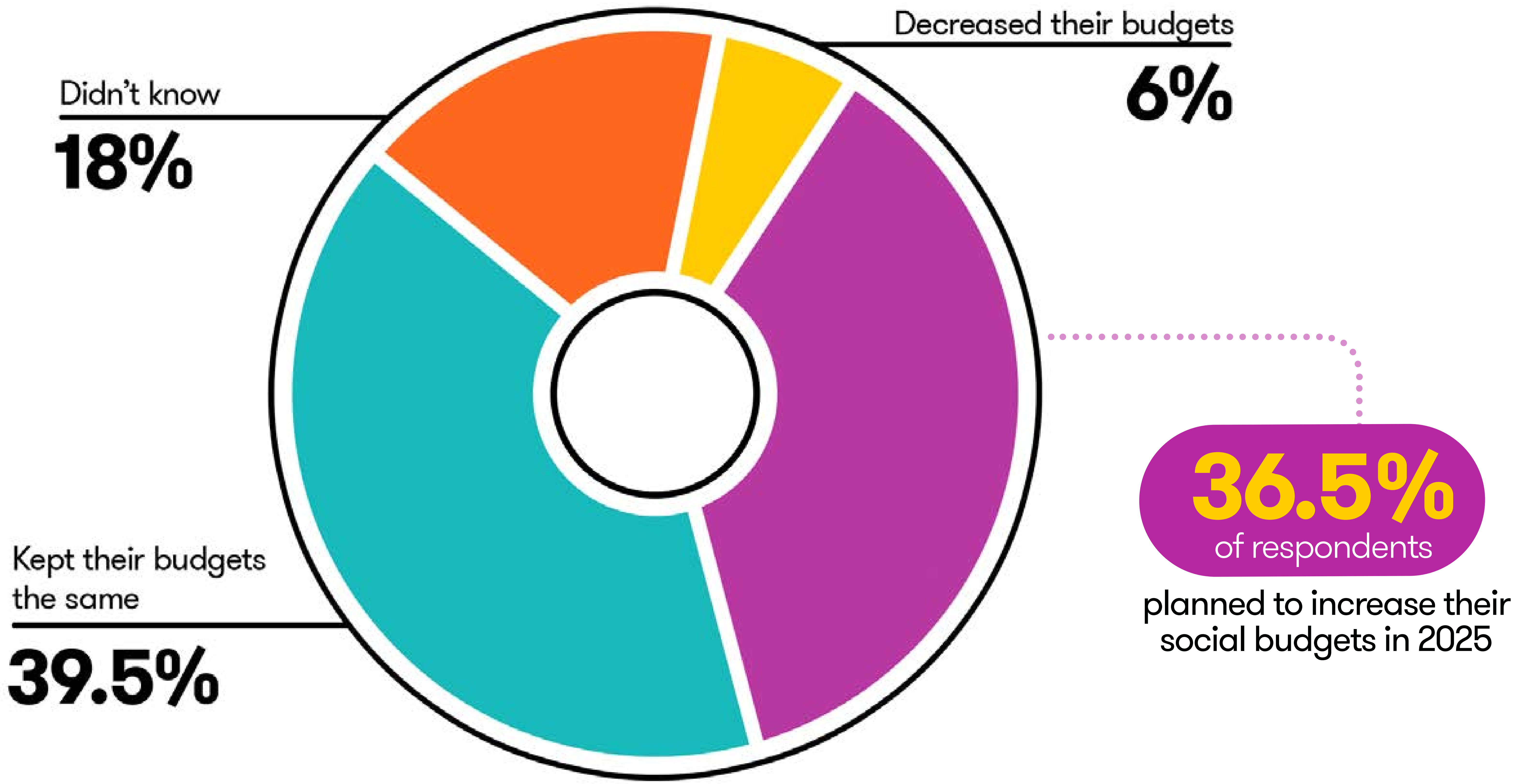
How marketers planned their 2025 social media budgets



We asked over 1,000 marketing professionals around the world about the ins and outs of their strategies and workflows. See how yours measure up.

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POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

THE UNITED KINGDOM

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
69.4 MILLION	50.8%	49.2%	+0.6% +430 THOUSAND	40.1

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
85.0%	286.5	99.0%	99.0%	99.0%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA. ALL VALUES REFLECT THE LATEST AVAILABLE DATA, BUT VALUES MAY NOT ALL BE FROM THE SAME PERIOD.

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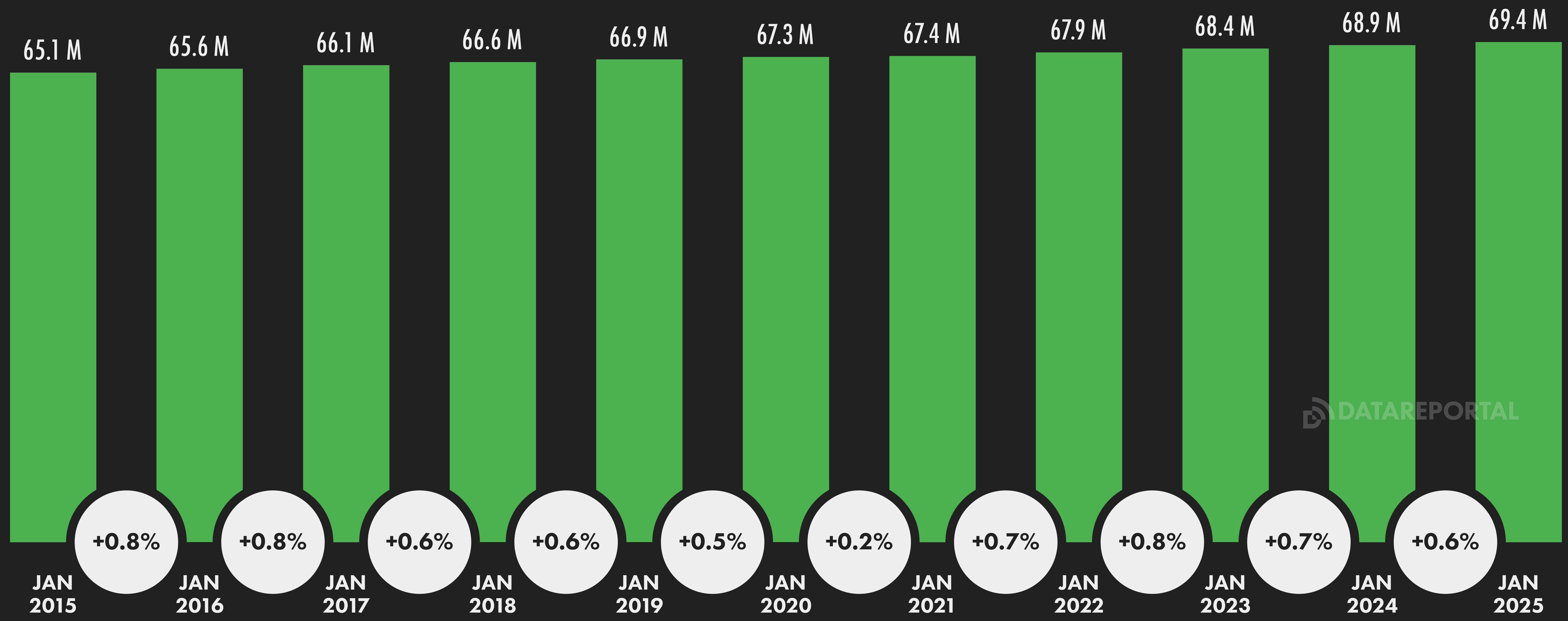
POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE

THE UNITED KINGDOM



SOURCES: UNITED NATIONS; KEPIOS ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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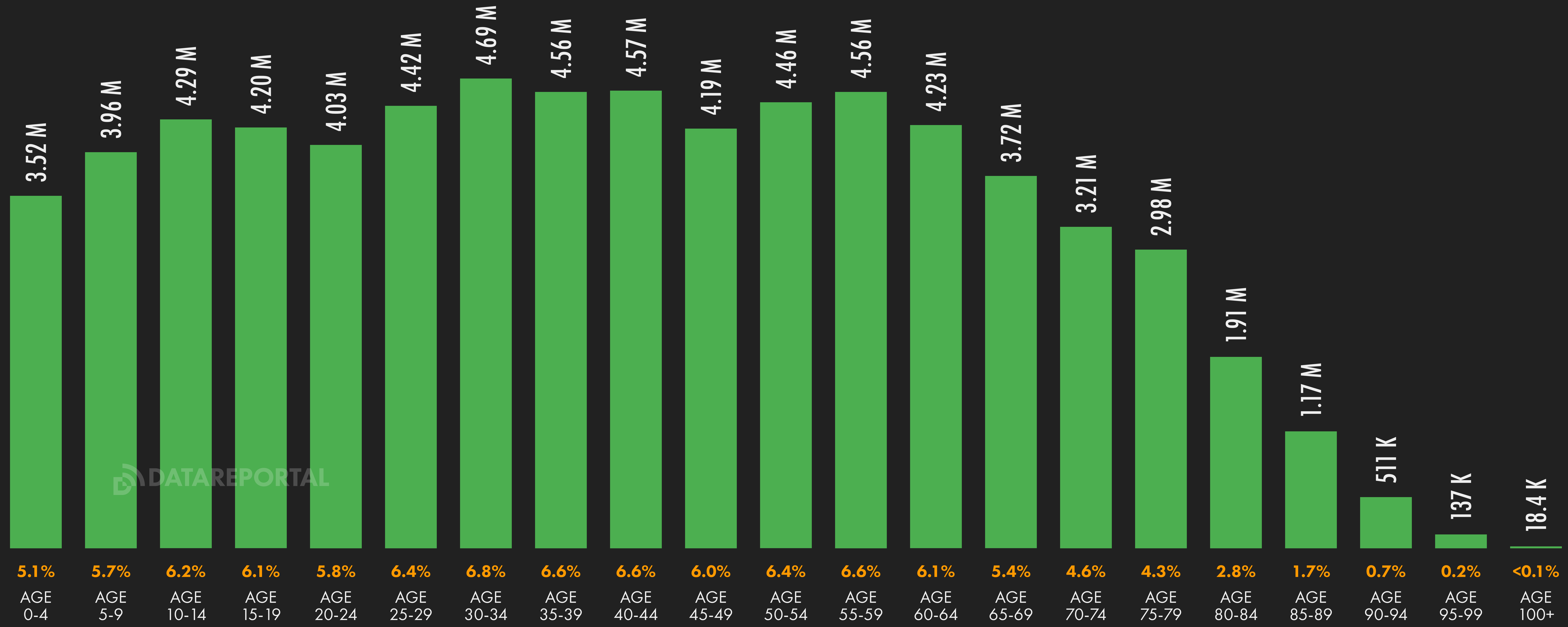
AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND THE AGE GROUP'S ASSOCIATED SHARE OF THE TOTAL POPULATION

THE UNITED KINGDOM



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

THE UNITED KINGDOM

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)	GROSS DOMESTIC PRODUCT (PPP; CURRENT INTERNATIONAL DOLLARS)	GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)	GROSS DOMESTIC PRODUCT PER CAPITA (PPP; CURRENT INTERNATIONAL DOLLARS)	NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$3.59 TRILLION	$4.28 TRILLION	$52.4 THOUSAND	$62.6 THOUSAND	$36.1 THOUSAND
PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017, PPP) PER DAY	PERCENTAGE OF THE POPULATION USING AT LEAST BASIC DRINKING WATER SERVICES	PERCENTAGE OF THE POPULATION USING AT LEAST BASIC SANITATION SERVICES	PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY	PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
0.5%	100%	99.1%	100%	92.3%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2024). **DEFINITIONS:** "$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2024; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

MEDIA & DEVICES

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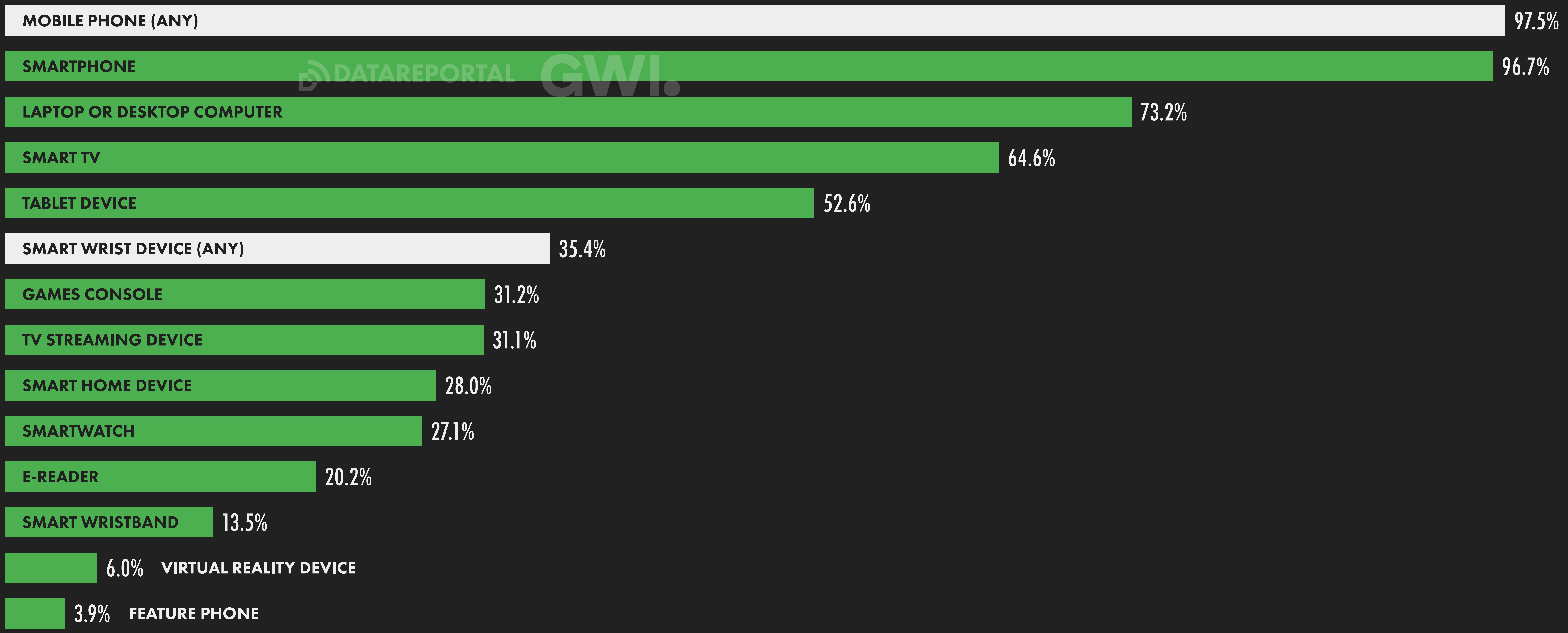
DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). NOTE: WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" REPRESENTS OWNERSHIP OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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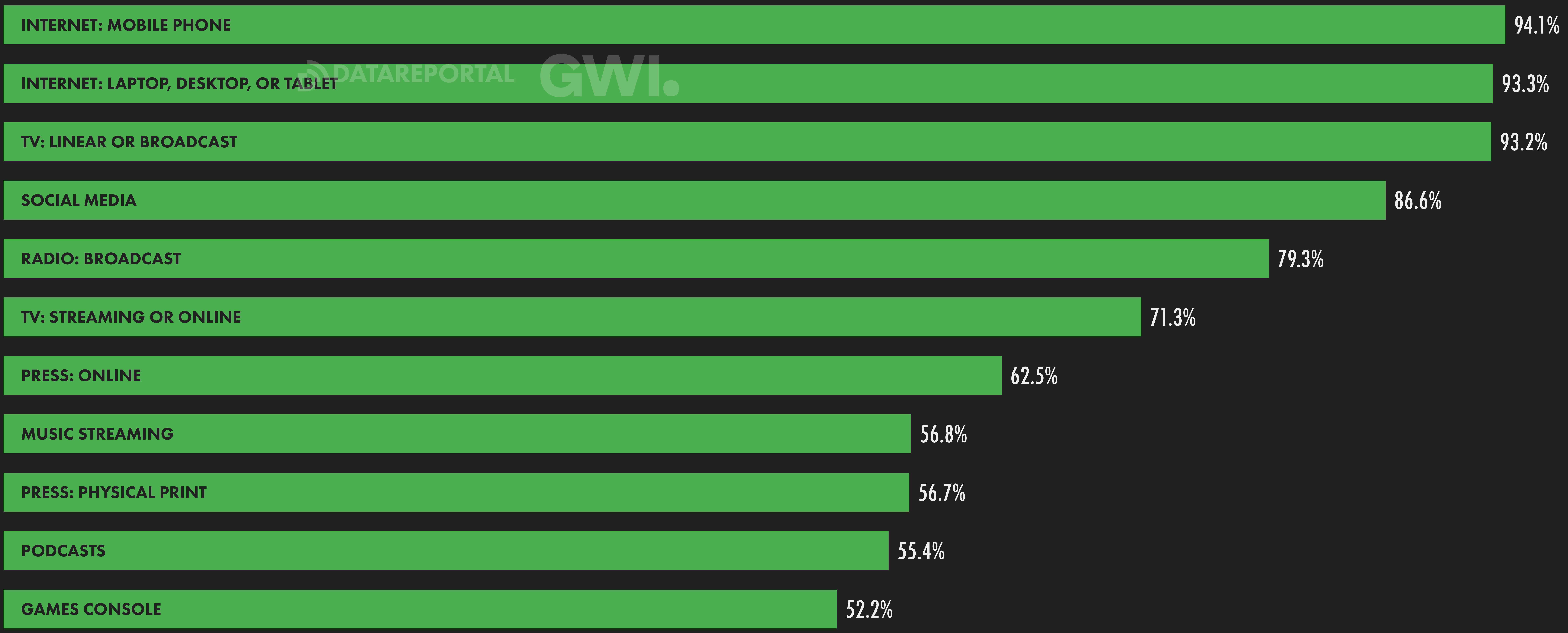
MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET..

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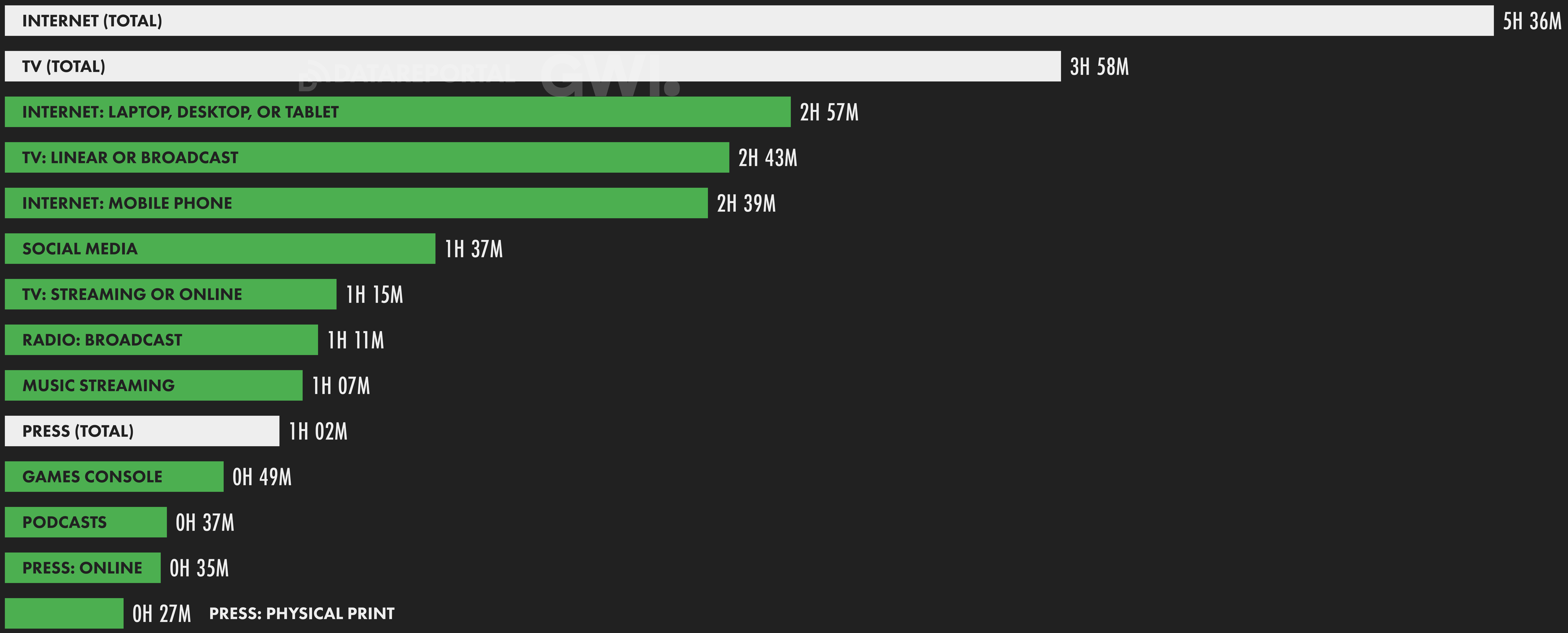
DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH DAY

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

THE UNITED KINGDOM

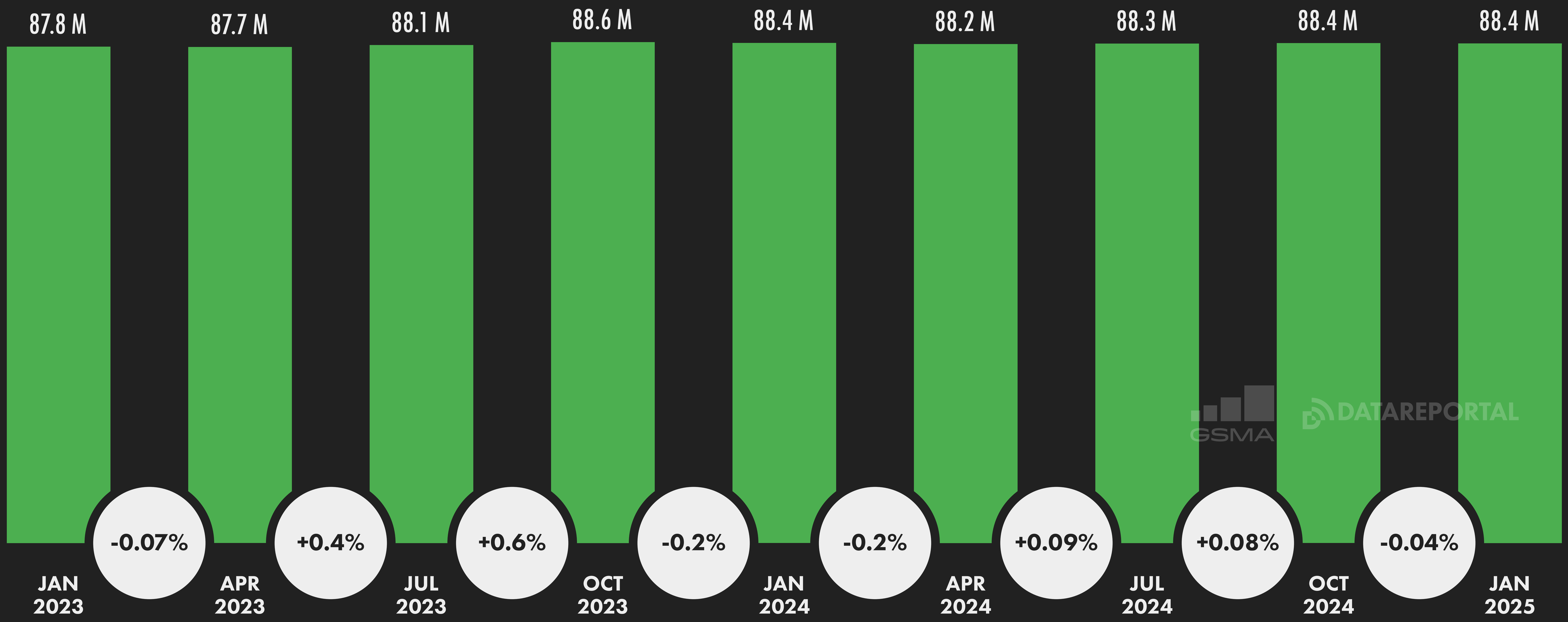
NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
88.4 MILLION	127%	-0.08% -68 THOUSAND	99.4%

SOURCE: GSMA INTELLIGENCE. NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS OVER TIME

THE UNITED KINGDOM



SOURCE: GSMA INTELLIGENCE. **NOTES:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF MOBILE CONNECTIVITY DRIVERS AND ENABLERS

THE UNITED KINGDOM

OVERALL INDEX SCORE	MOBILE INTERNET INFRASTRUCTURE	MOBILE INTERNET AFFORDABILITY	CONSUMER READINESS	CONTENT AND SERVICES
90.50	87.53	86.98	94.16	93.55

SOURCES: GSMA INTELLIGENCE'S MOBILE CONNECTIVITY INDEX. SEE HERE FOR FULL DATASET. **NOTES:** THE MOBILE CONNECTIVITY INDEX MEASURES PERFORMANCE AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. A HIGHER SCORE REPRESENTS STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY.

INTERNET USE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

THE UNITED KINGDOM

INDIVIDUALS USING THE INTERNET	INDIVIDUALS USING THE INTERNET vs. POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS	YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
67.8 MILLION	97.8%	+0.6% +421 THOUSAND	0% [UNCHANGED]

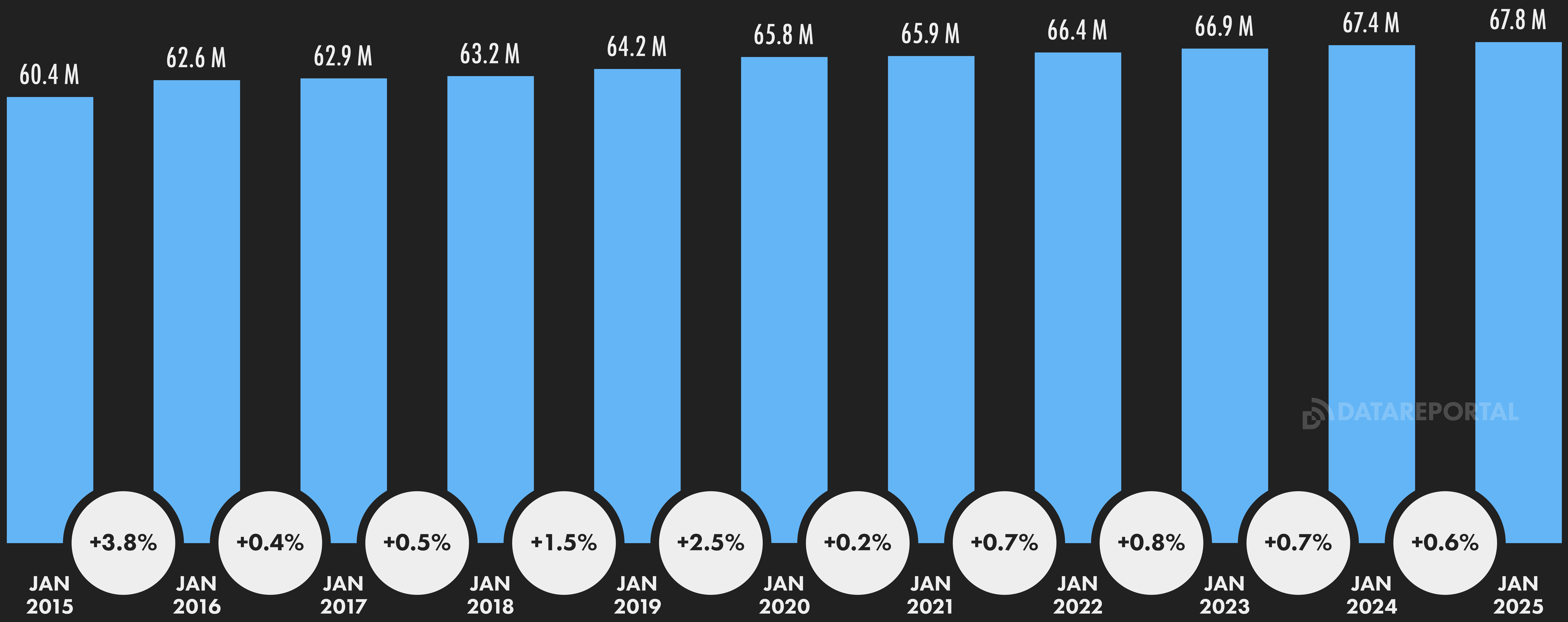
INDEXED SHARE OF GLOBAL INTERNET USERS vs. GLOBAL POPULATION SHARE	PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES	AVERAGE DAILY TIME SPENT USING THE INTERNET	YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
144.0	92.7%	5H 36M	-7.1% -26 MINS

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2024). **NOTES:** PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

THE UNITED KINGDOM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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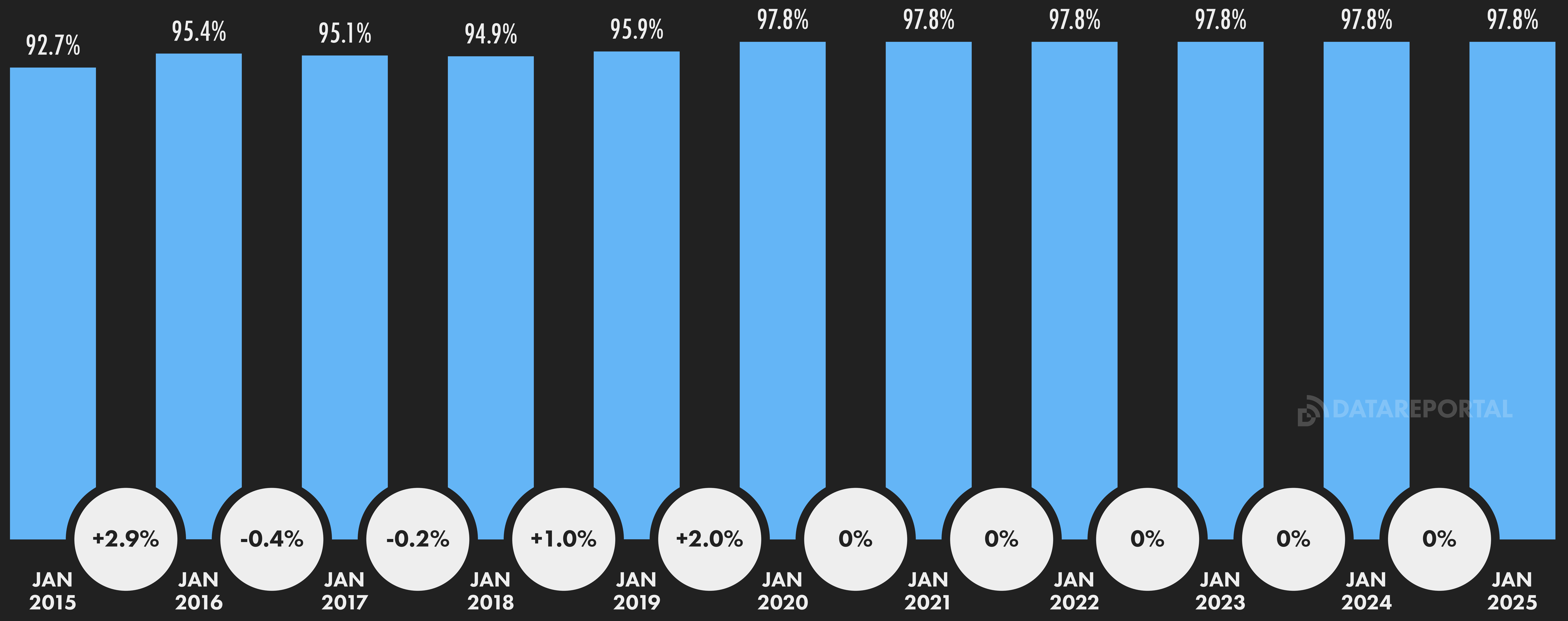
INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

THE UNITED KINGDOM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE NOTES ON DATA.

we are social Meltwater

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

THE UNITED KINGDOM

INTERNET USERS: KEPIOS	INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK
67.8 MILLION	66.8 MILLION	67.3 MILLION
vs. POPULATION 97.8%	vs. POPULATION 96.3%	vs. POPULATION 97.0%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". KEPIOS CAPS INTERNET ADOPTION AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY

THE UNITED KINGDOM

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES	TIME SPENT USING THE INTERNET ON MOBILE PHONES	TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS	MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
5H 36M	2H 39M	2H 57M	47.2%

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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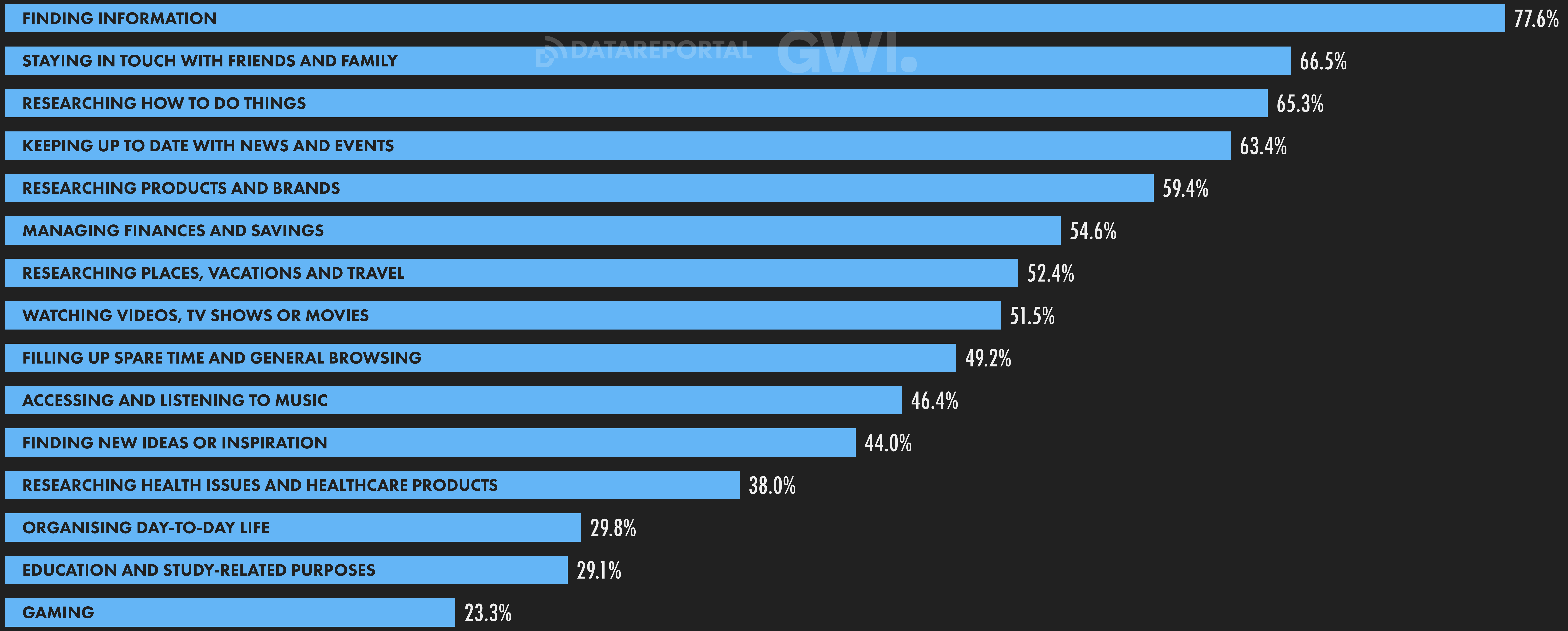
MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

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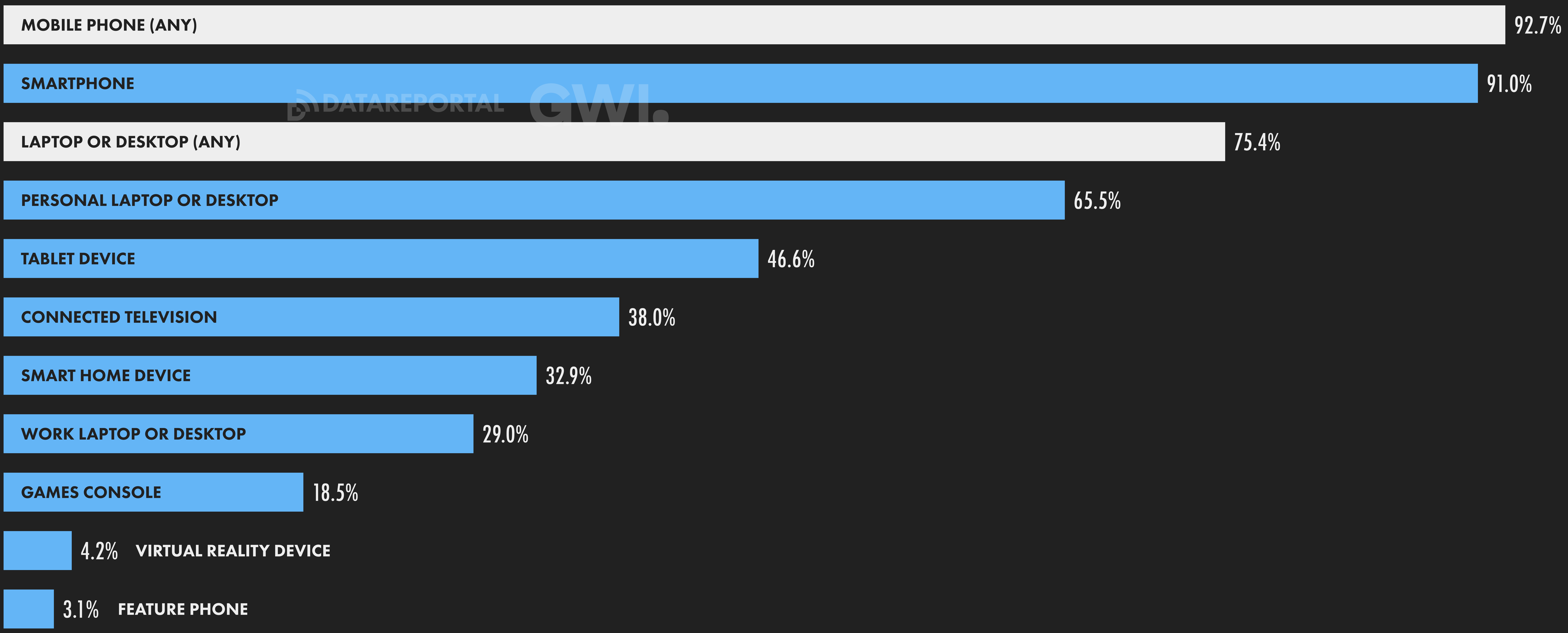
DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" SHOWS THE USE OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

THE UNITED KINGDOM

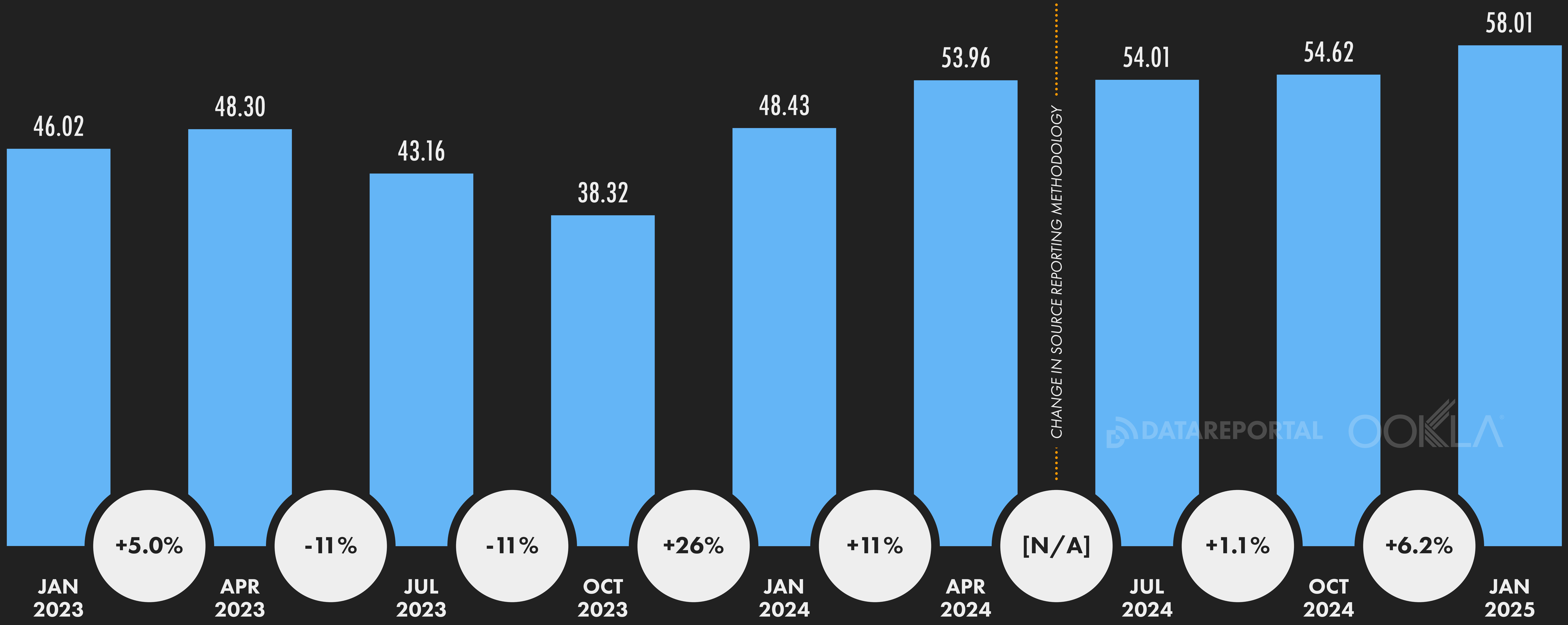
MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	MEDIAN SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
DOWNLOAD (MBPS) 58.01	▲ DOWNLOAD +19.8%	DOWNLOAD (MBPS) 123.92	▲ DOWNLOAD +34.5%
UPLOAD (MBPS) 7.67	▲ UPLOAD +7.7%	UPLOAD (MBPS) 31.35	▲ UPLOAD +21.6%
LATENCY (MS) 33	▲ LATENCY -2.9%	LATENCY (MS) 13	▲ LATENCY 0%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)

THE UNITED KINGDOM



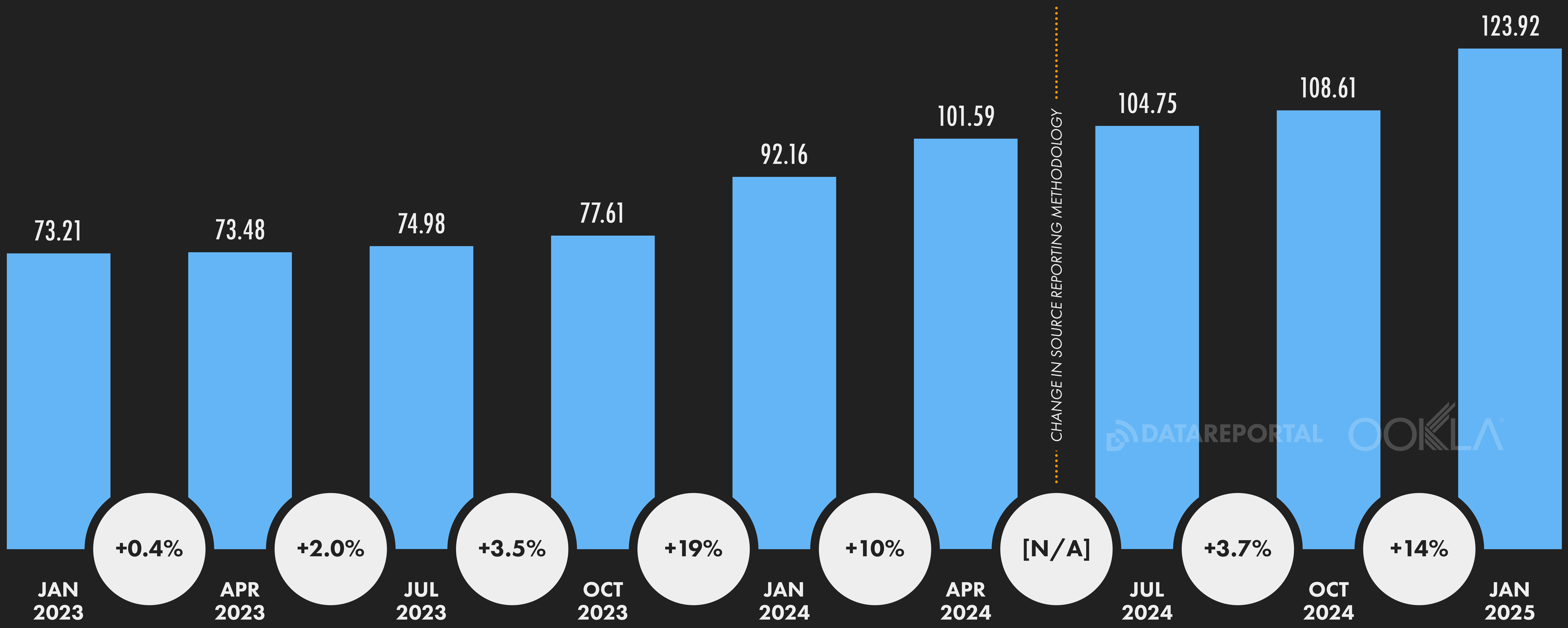
SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

FEB 2025

FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)

THE UNITED KINGDOM



SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND). PERCENTAGE CHANGE VALUES SHOWN IN THE WHITE CIRCLES REPRESENT THE CHANGE BETWEEN STATED PERIODS. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

THE UNITED KINGDOM

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
55.34%	39.77%	4.77%	0.12%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+17.3%	-18.2%	+16.3%	+9.1%
+817 BPS	-885 BPS	+67 BPS	+1 BP

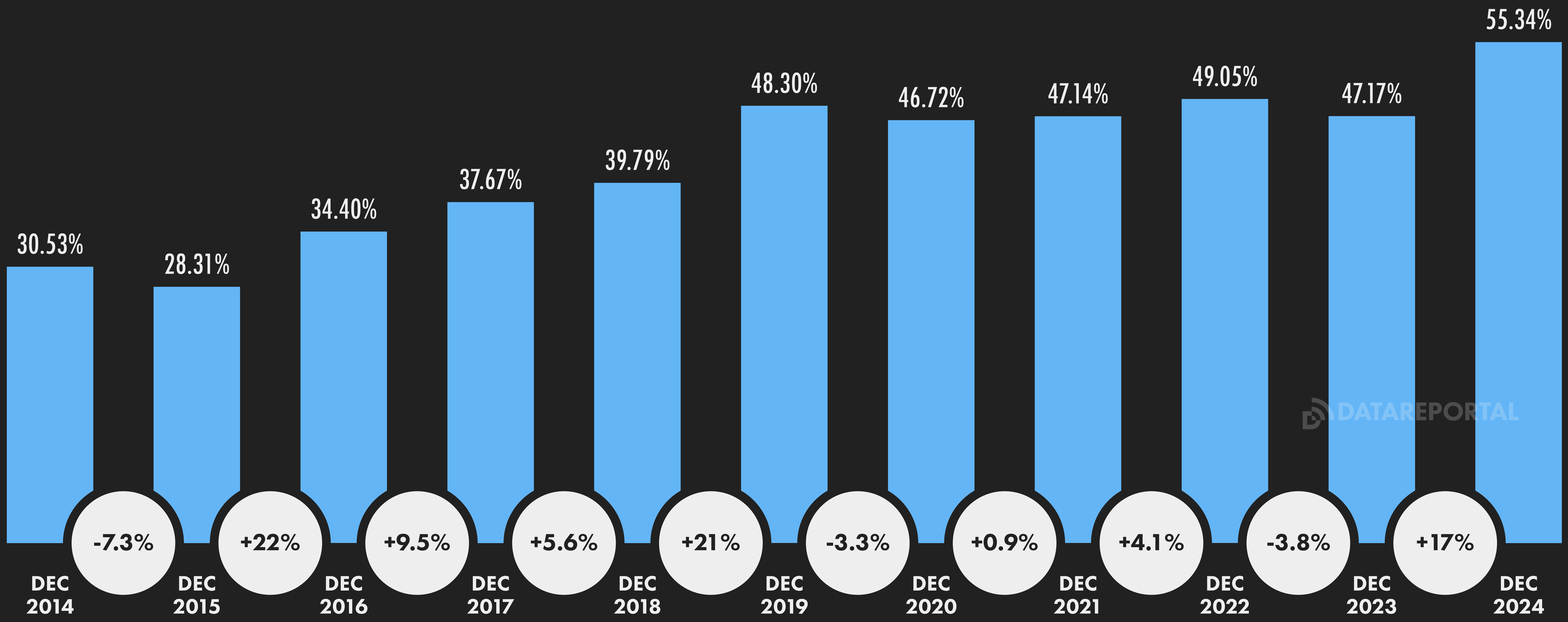
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2024. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE. THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.

FEB 2025

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF TOTAL WEB TRAFFIC (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON MOBILE PHONES

THE UNITED KINGDOM



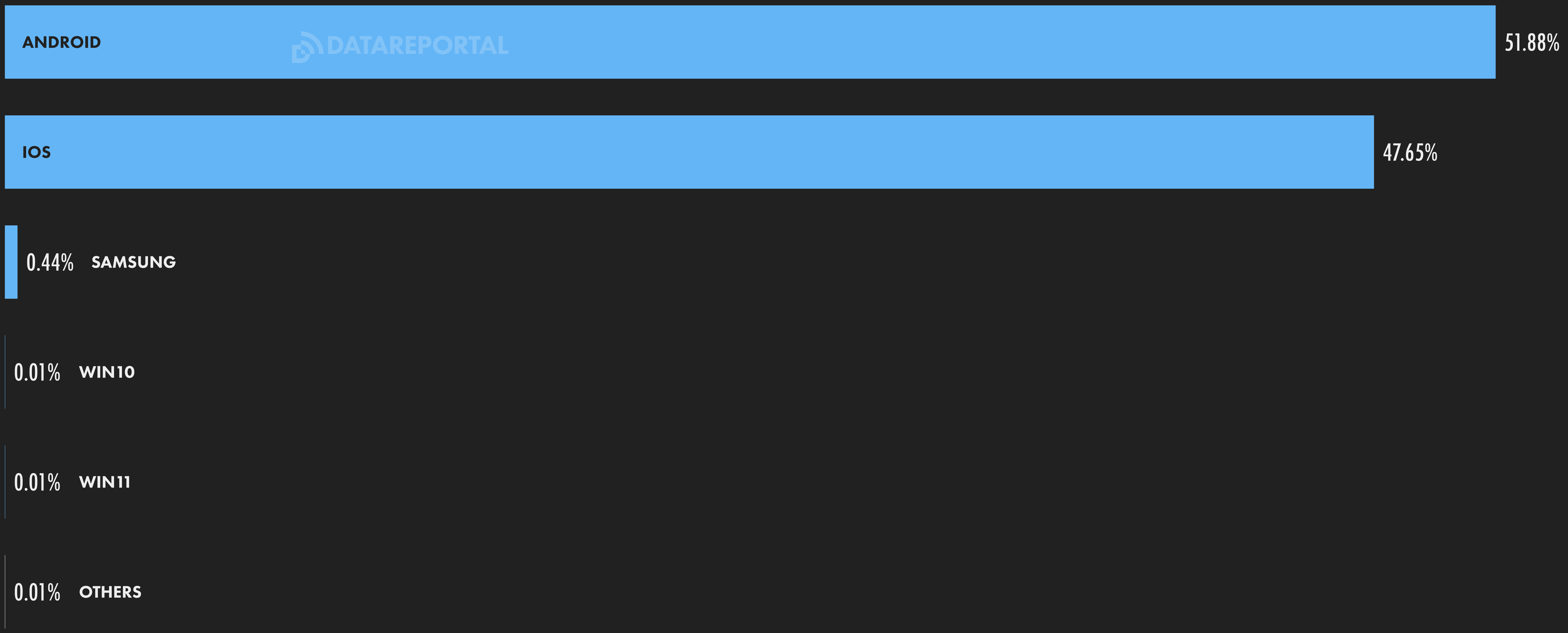
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

FEB 2025

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2024

THE UNITED KINGDOM



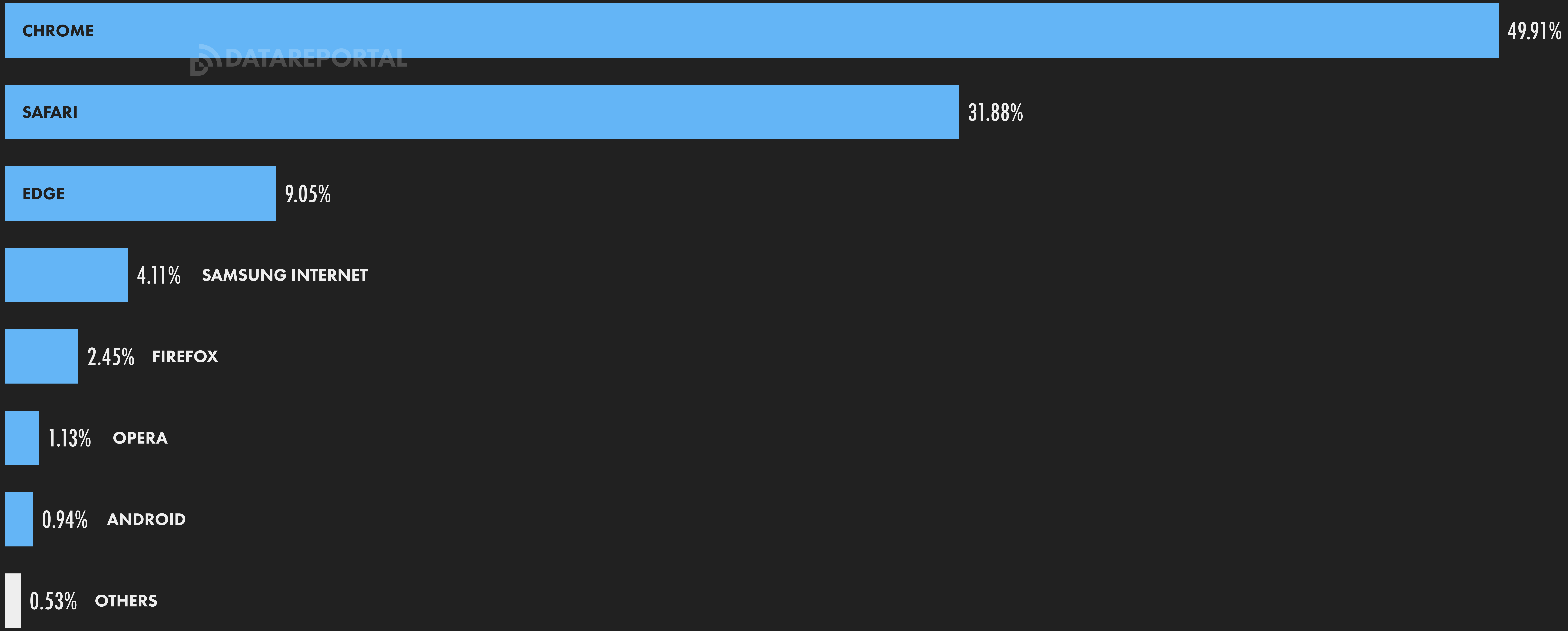
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2024. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2025

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

THE UNITED KINGDOM



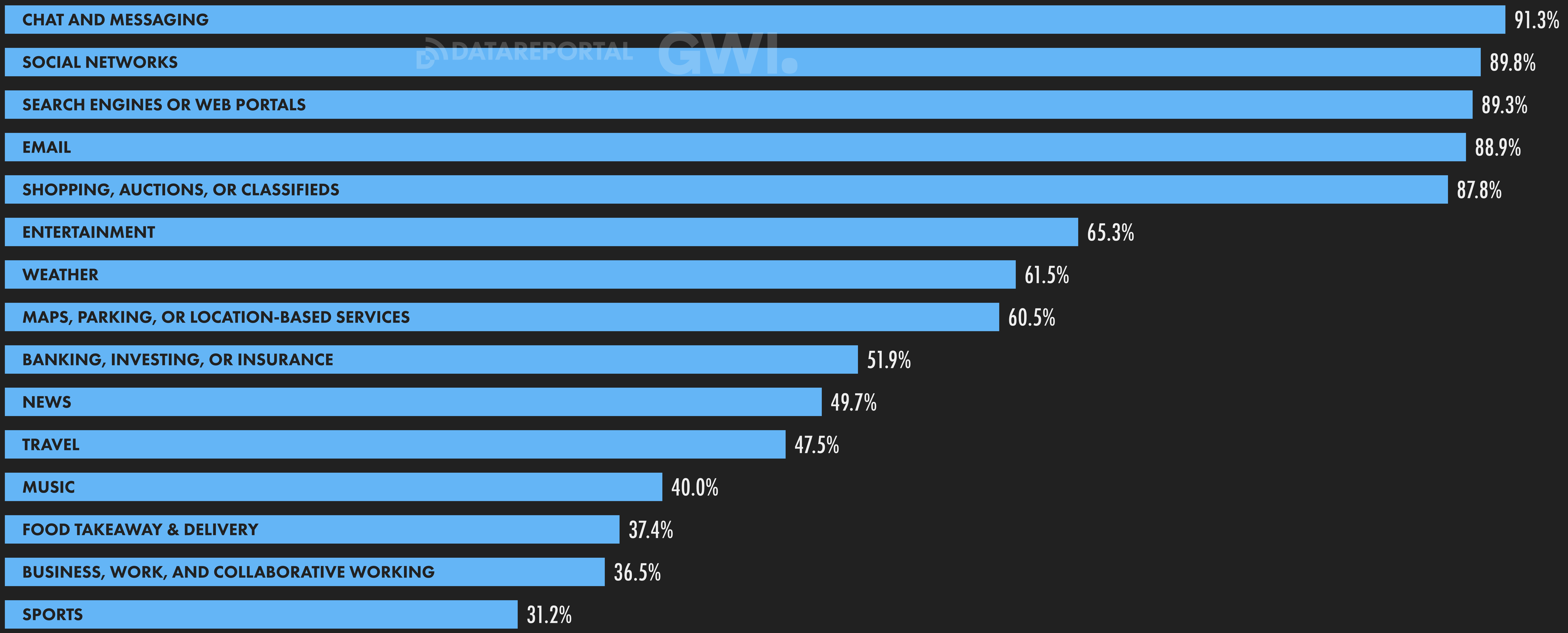
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2024. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2025

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. THE TREATMENT OF THE QUESTION USED TO INFORM THIS CHART CHANGED IN GWI'S Q4 2023 SURVEY, SO VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN PREVIOUS REPORTS.

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024

THE UNITED KINGDOM

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.95 B	77.2 M	12M 27S	8.09
02	YOUTUBE.COM	999 M	48.5 M	19M 20S	10.58
03	BBC.CO.UK	499 M	44.8 M	5M 13S	3.50
04	FACEBOOK.COM	453 M	36.3 M	9M 53S	8.84
05	AMAZON.CO.UK	342 M	55.4 M	6M 29S	8.24
06	REDDIT.COM	260 M	49.5 M	5M 47S	4.55
07	GOOGLE.CO.UK	254 M	24.2 M	7M 26S	8.96
08	WIKIPEDIA.ORG	241 M	41.5 M	3M 33S	3.17
09	X.COM	228 M	15.3 M	15M 28S	13.17
10	INSTAGRAM.COM	197 M	35.3 M	7M 21S	9.89
11	EBAY.CO.UK	183 M	27.8 M	9M 07S	9.00
12	MICROSOFTONLINE.COM	140 M	17.9 M	2M 31S	2.62
13	CHATGPT.COM	132 M	12.3 M	7M 29S	3.71
14	LIVE.COM	130 M	13.3 M	7M 52S	6.85
15	THEGUARDIAN.COM	127 M	25.6 M	3M 49S	2.94
16	YAHOO.COM	126 M	15.5 M	8M 18S	5.07
17	LINKEDIN.COM	118 M	15.7 M	9M 46S	8.14
18	OFFICE.COM	113 M	9.75 M	10M 58S	6.78
19	NETFLIX.COM	107 M	12.2 M	7M 39S	3.47
20	GOV.UK	94.3 M	30.3 M	3M 09S	2.37

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN NOVEMBER 2024

THE UNITED KINGDOM

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	4.16B	172M	14M 36S	4.83
02	YOUTUBE.COM	2.29B	94.6M	23M 35S	6.88
03	BBC.CO.UK	556M	50.7M	7M 51S	3.14
04	AMAZON.CO.UK	453M	78.3M	10M 34S	6.95
05	FACEBOOK.COM	423M	59.6M	14M 16S	6.20
06	REDDIT.COM	335M	52.2M	13M 07S	2.87
07	WIKIPEDIA.ORG	300M	52.9M	9M 27S	2.79
08	GOOGLE.CO.UK	267M	27.5M	9M 41S	6.65
09	BING.COM	253M	31.0M	9M 36S	3.50
10	DAILYMAIL.CO.UK	201M	15.4M	8M 45S	2.58
11	DUCKDUCKGO.COM	196M	8.97M	10M 40S	2.34
12	INSTAGRAM.COM	187M	42.5M	11M 28S	8.12
13	PORNHUB.COM	170M	30.5M	10M 30S	7.85
14	X.COM	165M	27.8M	15M 52S	7.08
15	YAHOO.COM	165M	18.9M	12M 24S	3.79
16	EBAY.CO.UK	163M	32.5M	12M 39S	7.51
17	THEGUARDIAN.COM	156M	18.6M	8M 49S	2.67
18	LIVE.COM	143M	18.2M	8M 54S	6.12
19	CHATGPT.COM	123M	14.0M	8M 07S	2.56
20	NETFLIX.COM	122M	14.6M	15M 02S	3.09

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN NOVEMBER 2024. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024

THE UNITED KINGDOM

#	MOBILE APP	COMPANY
01	WHATSAPP MESSENGER	META
02	YOUTUBE	GOOGLE
03	FACEBOOK	META
04	GOOGLE MAPS	GOOGLE
05	GOOGLE	GOOGLE
06	CHROME BROWSER	GOOGLE
07	GMAIL	GOOGLE
08	FACEBOOK MESSENGER	META
09	AMAZON	AMAZON
10	INSTAGRAM	META

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
03	OFFLINE GAMES - NO WIFI GAMES	JINDOBLU
04	SUBWAY SURFERS	TENCENT
05	MONOPOLY GO!	SCOPELY
06	POKÉMON GO	NIANTIC
07	GEOMETRY DASH	ROBTOP
08	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
09	BITLIFE	STILLFRONT
10	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS

SOURCE: DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** RANKINGS BASED ON AVERAGE COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. RANKINGS INCLUDE PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES).

FEB 2025

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024

THE UNITED KINGDOM

#	MOBILE APP	COMPANY
01	THREADS	META
02	CHATGPT	OPENAI
03	TEMU	PDD HOLDINGS
04	ALIEXPRESS	ALIBABA GROUP
05	VINTED	VINTED
06	SHEIN	SHEIN
07	TIKTOK	BYTEDANCE
08	MICROSOFT TEAMS	MICROSOFT
09	MICROSOFT AUTHENTICATOR	MICROSOFT
10	WHATSAPP MESSENGER	META

#	MOBILE GAME	COMPANY
01	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
02	PERFECT TIDY	ONESOFT
03	OFFLINE GAMES - NO WIFI GAMES	JINDOBLU
04	ROBLOX	ROBLOX
05	ZEN WORD - RELAX PUZZLE GAME	OAKEVER GAMES
06	呪術廻戦 ファントムパレード	CYBERAGENT
07	MY SUPERSTORE SIMULATOR	PLAYSPARE
08	TOWNSHIP	PLAYRIX
09	POKÉMON TCG POCKET	POKEMON
10	LAST WAR:SURVIVAL GAME	ONEFUN

SOURCE: DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** RANKINGS BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024.

FEB 2025

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024

THE UNITED KINGDOM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	DISNEY+	DISNEY
03	TINDER	MATCH GROUP
04	YOUTUBE	GOOGLE
05	GOOGLE ONE	GOOGLE
06	DUOLINGO: LEARN LANGUAGES	DUOLINGO
07	HINGE	MATCH GROUP
08	LINKEDIN	MICROSOFT
09	BUMBLE APP	BUMBLE
10	SNAPCHAT	SNAP

#	MOBILE GAME	COMPANY
01	ROYAL MATCH	DREAM GAMES
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	COIN MASTER	MOON ACTIVE
05	MONOPOLY GO!	SCOPELY
06	WHITEOUT SURVIVAL	ZHEJIANG CENTURY HUATONG GROUP
07	LAST WAR:SURVIVAL GAME	ONEFUN
08	GARDENSCAPES BY PLAYRIX	PLAYRIX
09	TOWNSHIP	PLAYRIX
10	POKÉMON GO	NIANTIC

SOURCE: DATA.AI (A SENSOR TOWER COMPANY). NOTES: RANKINGS BASED ON COMBINED USER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

THE UNITED KINGDOM

USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH

89.3%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK

21.3%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS

26.6%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH

17.6%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH

35.5%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

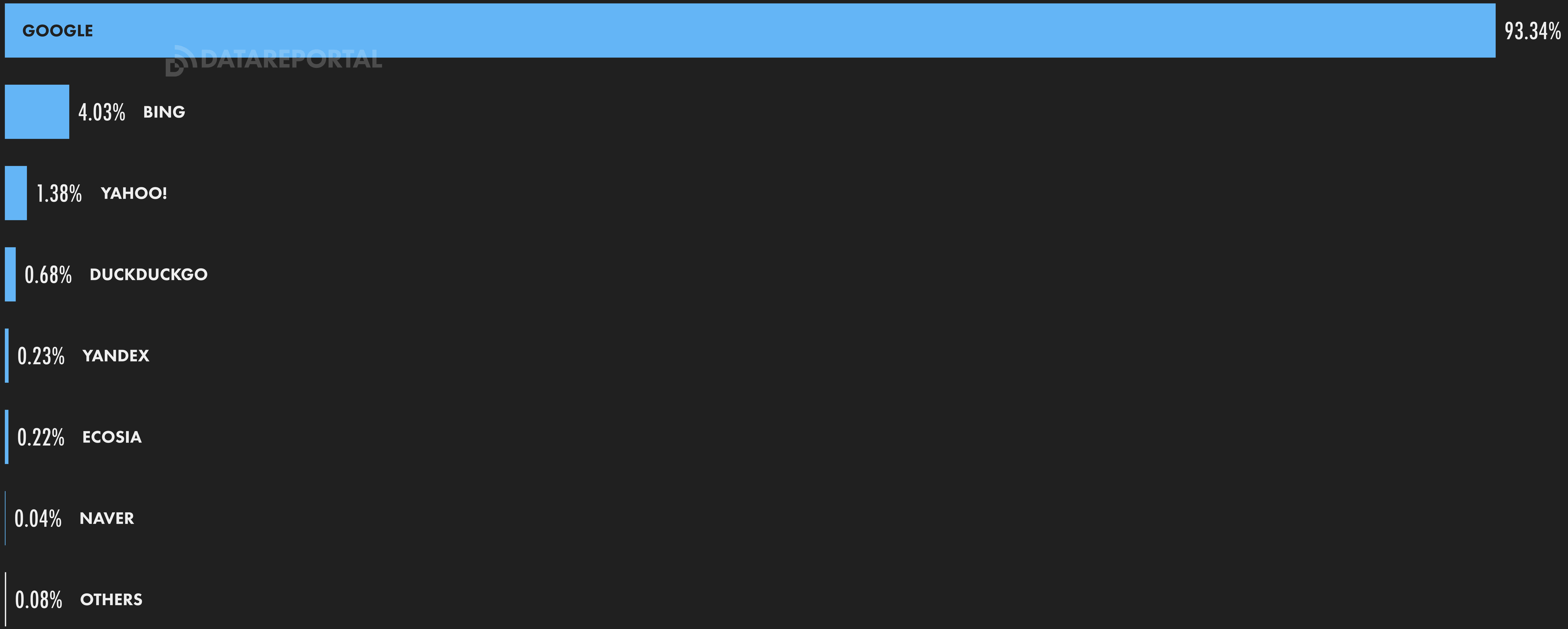
18.1%

SOURCE: GWI (Q3 2024). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

THE UNITED KINGDOM



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2024. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024

THE UNITED KINGDOM

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	BBC	100
02	WEATHER	96
03	NEWS	85
04	GOOGLE	54
05	AMAZON	43
06	BBC NEWS	39
07	YOUTUBE	37
08	FOOTBALL	34
09	JOBS	32
10	FACEBOOK	31
11	SKY	24
12	LIVERPOOL	23
13	TESCO	21
14	NEXT	20
15	BBC WEATHER	19
16	BOOTS	18
17	REDDIT	18
18	MAP	18
19	EBAY	17
20	ASDA	17

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

ONLINE SHOPPING

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

THE UNITED KINGDOM

	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	99.8%	99.9%	99.6%
CREDIT CARD OWNERSHIP	62.1%	64.1%	60.1%
DEBIT CARD OWNERSHIP	95.5%	96.0%	94.9%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	[N/A]	[N/A]	[N/A]
MADE A DIGITAL PAYMENT (PAST YEAR)	98.6%	98.3%	98.9%
MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)	64.4%	62.9%	66.0%
USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)	51.2%	53.0%	49.4%
USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)	52.4%	52.8%	51.9%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT REALITIES. PERCENTAGES ARE OF PEOPLE AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY. **COMPARABILITY:** DECIMAL ACCURACY OF SOURCE DATA MAY RESULT IN MINOR ROUNDING DIFFERENCES (±0.1%) COMPARED WITH VALUES PUBLISHED ON THE WORLD BANK'S ONLINE DATA PORTAL.

FEB 2025

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

THE UNITED KINGDOM

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
60.0%	26.3%	12.8%	22.0%	9.6%

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

THE UNITED KINGDOM

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA ONLINE CHANNELS IN 2024	ESTIMATED TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD, 2024)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE SHOPPER (USD, 2024)	SHARE OF 2024 CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES	2024 ONLINE PURCHASES vs. TOTAL CONSUMER GOODS PURCHASE VALUE ACROSS ALL RETAIL CHANNELS
50.3 MILLION	$130 BILLION	$2,580	65.9%	23.2%
YEAR-ON-YEAR CHANGE +5.3% (+2.5 MILLION)	YEAR-ON-YEAR CHANGE +9.6% (+$11 BILLION)	YEAR-ON-YEAR CHANGE +4.0% (+$100)	YEAR-ON-YEAR CHANGE +3.3% (+211 BPS)	YEAR-ON-YEAR CHANGE +5.5% (+120 BPS)

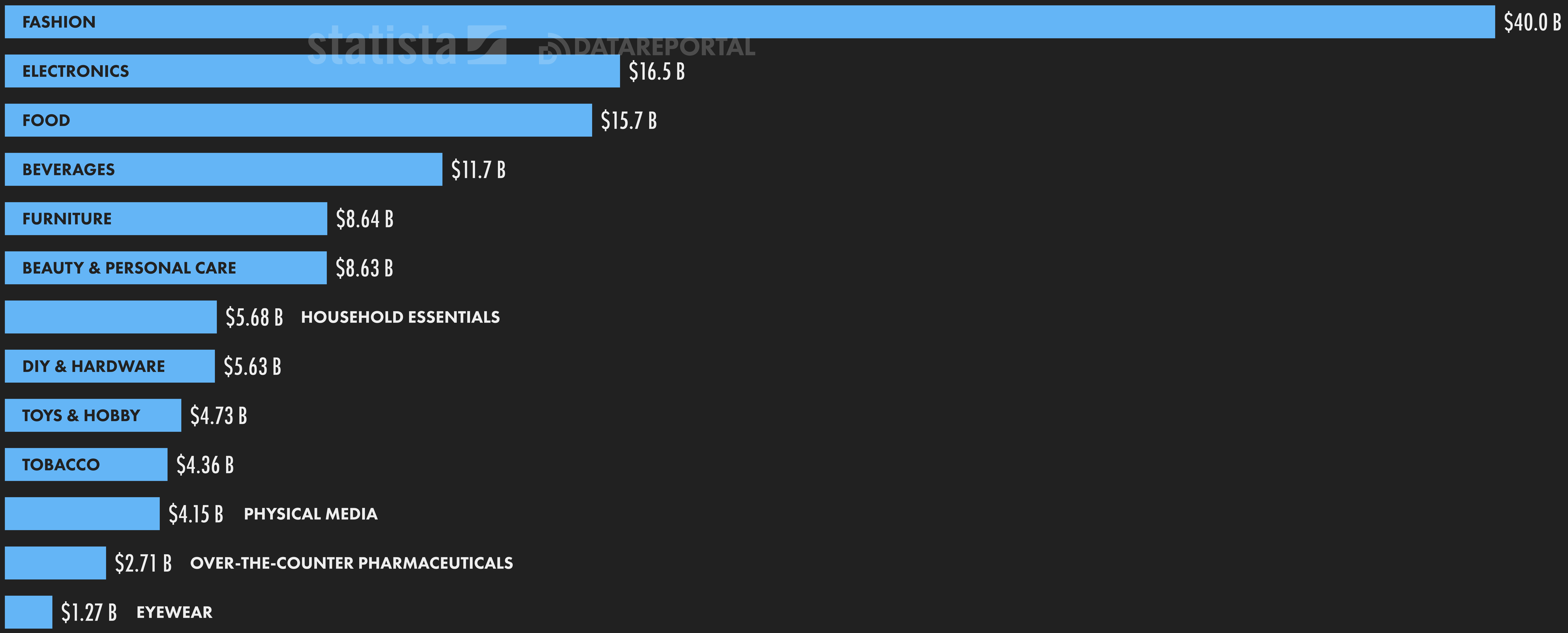
SOURCE: STATISTA MARKET INSIGHTS. NOTES: "CONSUMER GOODS" INCLUDE: BEAUTY & PERSONAL CARE; BEVERAGES; DIY & HARDWARE STORE; ELECTRONICS; EYEWEAR; FASHION; FOOD; FURNITURE; HOUSEHOLD ESSENTIALS; PHYSICAL MEDIA; OTC PHARMACEUTICALS; TOBACCO PRODUCTS; TOYS & HOBBY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)

THE UNITED KINGDOM



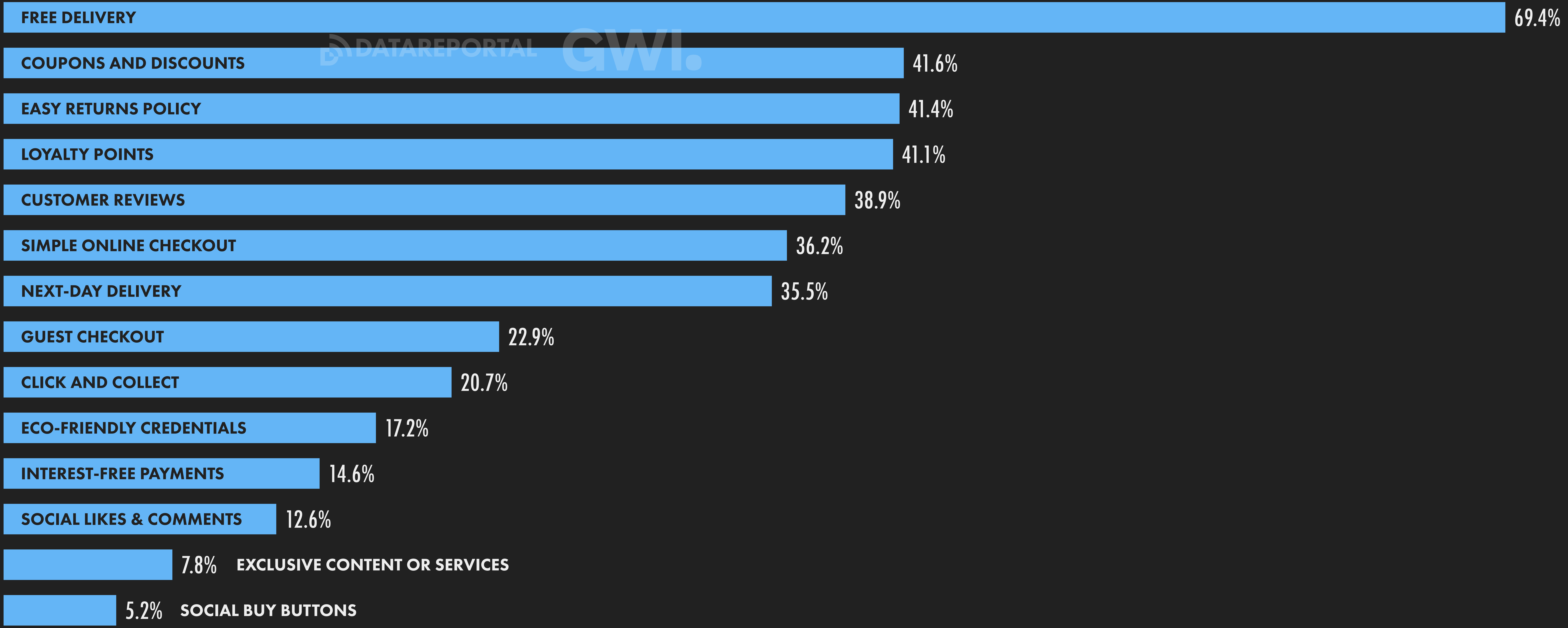
SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024

THE UNITED KINGDOM

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	BOOTS	100
02	NIKE	89
03	AMAZON	73
04	LEGO	48
05	ADIDAS	46
06	APPLE	40
07	GAME	35
08	SOFA	34
09	PS5	34
10	EBAY	33
11	ARGOS	32
12	TESCO	31
13	PC	30
14	LAPTOP	25
15	ASDA	25
16	NEXT	20
17	NEW BALANCE	18
18	IPHONE 15	16
19	WALLPAPER	16
20	IPAD	15

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

ONLINE GROCERY SHOPPING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE GROCERY ORDERING AND DELIVERY SERVICES

THE UNITED KINGDOM

NUMBER OF PEOPLE ORDERING GROCERIES VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE BUYING GROCERIES ONLINE	TOTAL ANNUAL VALUE OF ONLINE GROCERY ORDERS (USD, 2024)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE GROCERY ORDERS	AVERAGE ANNUAL SPEND PER USER: ONLINE GROCERY ORDERS (USD, 2024)
25.0 MILLION	+7.1% +1.65 MILLION	$26.8 BILLION	+19.4% +$4.36 BILLION	$1,070

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES FOOD & BEVERAGES, PERSONAL CARE AND HOUSEHOLD ITEMS, QUICK COMMERCE, AND MEAL RECIPE KITS (E.G. HELLOFRESH). ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES, BUT INCLUDES "CLICK-AND-COLLECT" ORDERS WHERE ITEMS ARE PURCHASED ONLINE BUT PICKED UP BY THE BUYER. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)

THE UNITED KINGDOM

FLIGHTS	TRAINS	CAR RENTALS	LONG-DISTANCE BUSES
$21.9 BILLION	$3.60 BILLION	$1.93 BILLION	$534 MILLION
YEAR-ON-YEAR CHANGE +7.6% (+$1.5 BILLION)	YEAR-ON-YEAR CHANGE +4.9% (+$169 MILLION)	YEAR-ON-YEAR CHANGE +1.7% (+$33 MILLION)	YEAR-ON-YEAR CHANGE +3.3% (+$17 MILLION)

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$17.9 BILLION	$8.74 BILLION	$3.52 BILLION	$865 MILLION
YEAR-ON-YEAR CHANGE +2.7% (+$474 MILLION)	YEAR-ON-YEAR CHANGE +2.8% (+$240 MILLION)	YEAR-ON-YEAR CHANGE +2.2% (+$74 MILLION)	YEAR-ON-YEAR CHANGE +2.5% (+$21 MILLION)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** ONLY INCLUDES PURCHASES MADE VIA ONLINE CHANNELS. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

THE UNITED KINGDOM

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS	TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2024)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS	AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2024)
18.6 MILLION	+2.6% +470 THOUSAND	$4.79 BILLION	+4.4% +$200 MILLION	$258

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024. VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL FINANCE

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

THE UNITED KINGDOM

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
51.9%	32.1%	8.0%

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

THE UNITED KINGDOM

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD, 2024)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD, 2024)
56.7 MILLION	+5.2% +2.79 MILLION	$513 BILLION	+13.9% +$62.8 BILLION	$9,060

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE HEALTH & FITNESS

DIGITAL HEALTH, FITNESS, AND WELLBEING

PERCENTAGE OF INTERNET USERS AGED 16+ THAT MAKE USE OF CONNECTED HEALTH, FITNESS, AND WELLBEING DEVICES AND SERVICES

THE UNITED KINGDOM

USE A DIGITAL HEALTH OR FITNESS WEBSITE OR MOBILE APP EACH MONTH	CHECK HEALTH SYMPTOMS ONLINE EACH WEEK	USE ONLINE RESOURCES TO IDENTIFY TREATMENTS FOR EVERYDAY AILMENTS	OWN A SMARTWATCH (E.G. APPLE WATCH)	OWN A SMART WRISTBAND (E.G. FITBIT)
19.6%	22.1%	67.0%	27.1%	13.5%

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

THE UNITED KINGDOM

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE	YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL HEALTH TREATMENT & CARE	TOTAL ANNUAL VALUE OF THE DIGITAL HEALTH TREATMENT & CARE MARKET (USD, 2024)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL HEALTH TREATMENT & CARE MARKET	AVERAGE ANNUAL VALUE PER USER: DIGITAL HEALTH TREATMENT & CARE (USD, 2024)
statista	Meltwater	statista	we are social	
25.9 MILLION	+22.9% +4.83 MILLION	$3.28 BILLION	+14.3% +$410 MILLION	$127

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

THE UNITED KINGDOM

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES	YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES	TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2024)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS	AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2024)
statista	Meltwater	statista	we are social	
1.99 MILLION	+3.1% +60.0 THOUSAND	$290 MILLION	+7.4% +$20.0 MILLION	$148

SOURCE: STATISTA MARKET INSIGHTS. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

THE UNITED KINGDOM

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS	TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2024)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING MARKET	AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2024)
statista	Meltwater	statista	we are social	
31.3	**+12.0%**	**$1.98**	**+19.3%**	**$63.10**
MILLION	**+3.36 MILLION**	**BILLION**	**+$320 MILLION**	

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES.

SMART HOME

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

THE UNITED KINGDOM

NUMBER OF HOMES WITH SMART HOME DEVICES

18.5 MILLION

YEAR-ON-YEAR CHANGE

+17.1% (+2.7 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

$11.0 BILLION

YEAR-ON-YEAR CHANGE

+15.0% (+$1.4 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET

$3.11 BILLION

YEAR-ON-YEAR CHANGE

+16.5% (+$440 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

$3.51 BILLION

YEAR-ON-YEAR CHANGE

+16.2% (+$490 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

$1.21 BILLION

YEAR-ON-YEAR CHANGE

+14.2% (+$150 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

$1.05 BILLION

YEAR-ON-YEAR CHANGE

+6.1% (+$60 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

$1.40 BILLION

YEAR-ON-YEAR CHANGE

+16.7% (+$200 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

$690 MILLION

YEAR-ON-YEAR CHANGE

+15.0% (+$90 MILLION)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

THE UNITED KINGDOM

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
62.4%	$593	$582	$220
YEAR-ON-YEAR CHANGE +16.8% (+899 BPS)	YEAR-ON-YEAR CHANGE -1.8% (-$10.70)	YEAR-ON-YEAR CHANGE -7.8% (-$49.30)	YEAR-ON-YEAR CHANGE -9.2% (-$22.20)
ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$154	$145	$140	$66.10
YEAR-ON-YEAR CHANGE -12.2% (-$21.40)	YEAR-ON-YEAR CHANGE -16.9% (-$29.60)	YEAR-ON-YEAR CHANGE -11.5% (-$18.30)	YEAR-ON-YEAR CHANGE -15.0% (-$11.62)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

ENTERTAINMENT

FEB 2025

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+

THE UNITED KINGDOM

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH	YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV	DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV	YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
98.5%	-0.1% -10 BPS	3H 58M	+1.9% +5 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV	DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET	YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT	TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
92.7%	1H 15M	-11.7% -10 MINS	31.4%

GWI. KEPIOS

SOURCE: GWI (Q3 2024). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. **NOTES:** PERCENTAGE CHANGE VALUES SHOW THE RELATIVE CHANGE IN THE RESPECTIVE METRIC vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES SHOW ABSOLUTE CHANGE.

FEB 2025

MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JANUARY AND 31 DECEMBER 2024

THE UNITED KINGDOM

MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	MINIONS: THE RISE OF GRU	100
02	DESPICABLE ME 3	44
03	THE GRINCH	41
04	DUNE	38
05	THAT CHRISTMAS	32
06	DAMSEL	31
07	THE UNION	30
08	THE BAD GUYS	29
09	LIFT	28
10	WHAT JENNIFER DID	28

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	THE GENTLEMEN	100
02	BABY REINDEER	84
03	BRIDGERTON	84
04	SUPACELL	72
05	ONE DAY	70
06	FOOL ME ONCE	67
07	MONSTERS	63
08	EMILY IN PARIS	62
09	FRIDAY NIGHT DINNER	61
10	COBRA KAI	57

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY BETWEEN 01 JANUARY AND 31 DECEMBER 2024. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ BETWEEN 01 JANUARY AND 31 DECEMBER 2024

THE UNITED KINGDOM

MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	MOANA	100
02	FROZEN	55
03	INSIDE OUT	43
04	DESCENDANTS: THE RISE OF RED	21
05	ELEMENTAL	17
06	INSIDE OUT 2	15
07	TOY STORY	14
08	ENCANTO	14
09	WISH	13
10	KINGDOM OF THE PLANET OF THE APES	13

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	81
03	BLUEY	77
04	THE SIMPSONS	65
05	FAMILY GUY	61
06	CRIMINAL MINDS	41
07	AGATHA ALL ALONG	14
08	DESPERATE HOUSEWIVES	12
09	SHŌGUN	11
10	ONLY MURDERS IN THE BUILDING	11

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY BETWEEN 01 JANUARY AND 31 DECEMBER 2024. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

FEB 2025

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JANUARY AND 31 DECEMBER 2024

THE UNITED KINGDOM

MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	ROAD HOUSE	100
02	SALTBURN	97
03	THE MINISTRY OF UNGENTLEMANLY WARFARE	80
04	THE BATMAN	79
05	THE IDEA OF YOU	72
06	UPGRADED	47
07	I AM: CELINE DION	43
08	OPERATION MINCEMEAT	42
09	RICKY STANICKY	41
10	LAND OF BAD	41

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	CLARKSON'S FARM	100
02	THE GRAND TOUR	76
03	REACHER	61
04	THE BOYS	48
05	THE LORD OF THE RINGS: THE RINGS OF POWER	45
06	FALLOUT	43
07	NEIGHBOURS	32
08	MR. & MRS. SMITH	25
09	THOSE ABOUT TO DIE	24
10	HAZBIN HOTEL	22

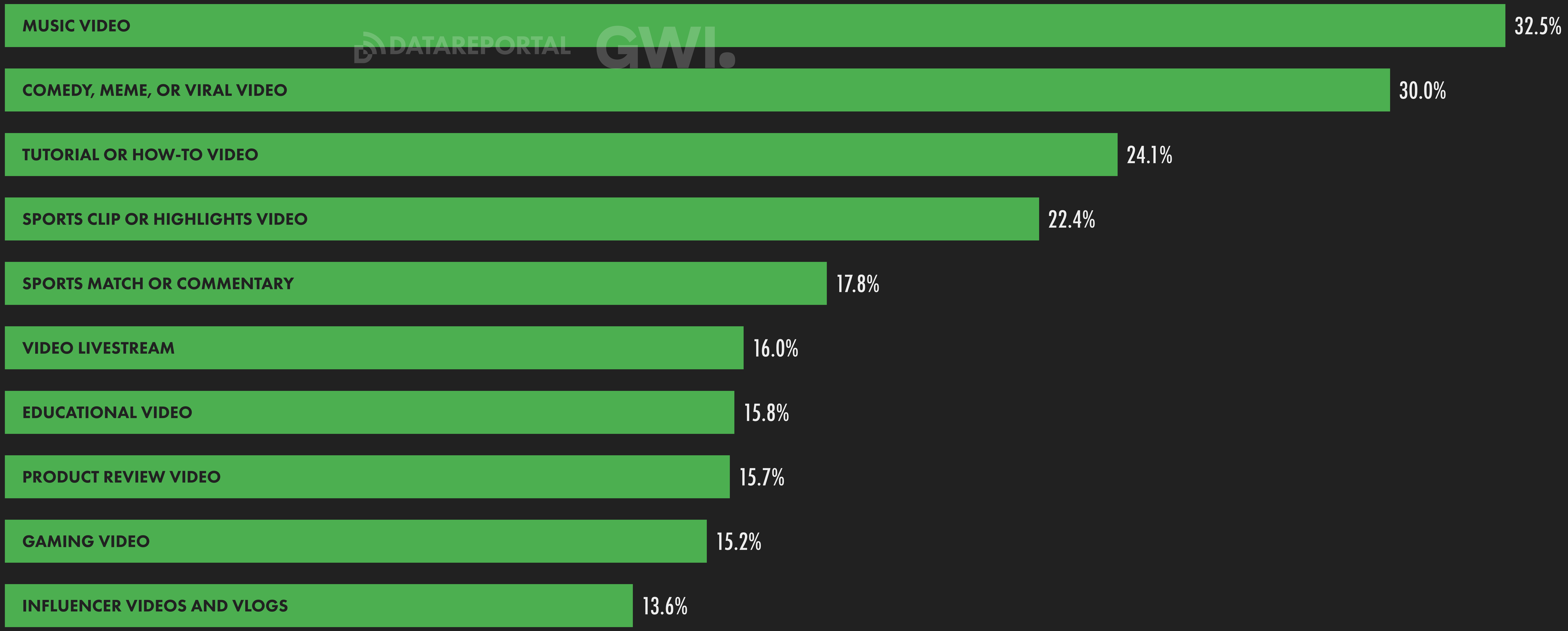
SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY BETWEEN 01 JANUARY AND 31 DECEMBER 2024. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

FEB 2025

TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

THE UNITED KINGDOM



ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

THE UNITED KINGDOM

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
32.5%	35.8%	21.7%	23.5%	11.4%

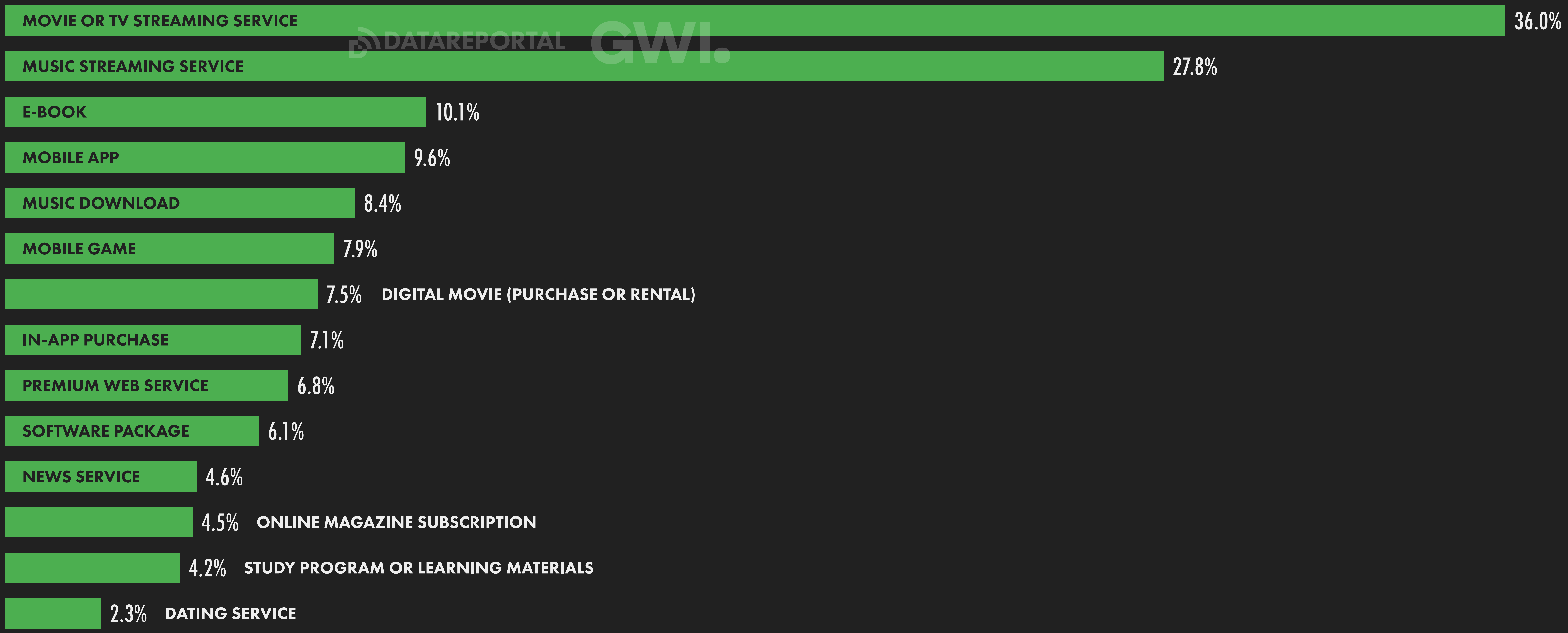
SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

DIGITAL MEDIA SPEND

FULL-YEAR 2024 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

THE UNITED KINGDOM

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$22.7 BILLION	$8.88 BILLION	$8.79 BILLION	$2.30 BILLION	$2.74 BILLION
YEAR-ON-YEAR CHANGE +11.4% (+$2.3 BILLION)	YEAR-ON-YEAR CHANGE +11.8% (+$940 MILLION)	YEAR-ON-YEAR CHANGE +12.0% (+$940 MILLION)	YEAR-ON-YEAR CHANGE +2.7% (+$60 MILLION)	YEAR-ON-YEAR CHANGE +16.1% (+$380 MILLION)

statista statista KEPIOS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS

THE UNITED KINGDOM

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$514	**$466**	**$199**	**$112**	**$86.29**
PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR	PER SHOPPER, PER YEAR
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+10.1% (+$47.00)	+6.9% (+$30.20)	+10.6% (+$19.10)	+0.4% (+$0.40)	+11.4% (+$8.83)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOCIAL MEDIA USE

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

THE UNITED KINGDOM

NUMBER OF SOCIAL MEDIA USER IDENTITIES	QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
54.8 MILLION	0% [UNCHANGED]	-2.5% -1.4 MILLION	1H 37M YOY: -10.5% (-11 MINS)	6.1 YOY: -4.7% (-0.3)

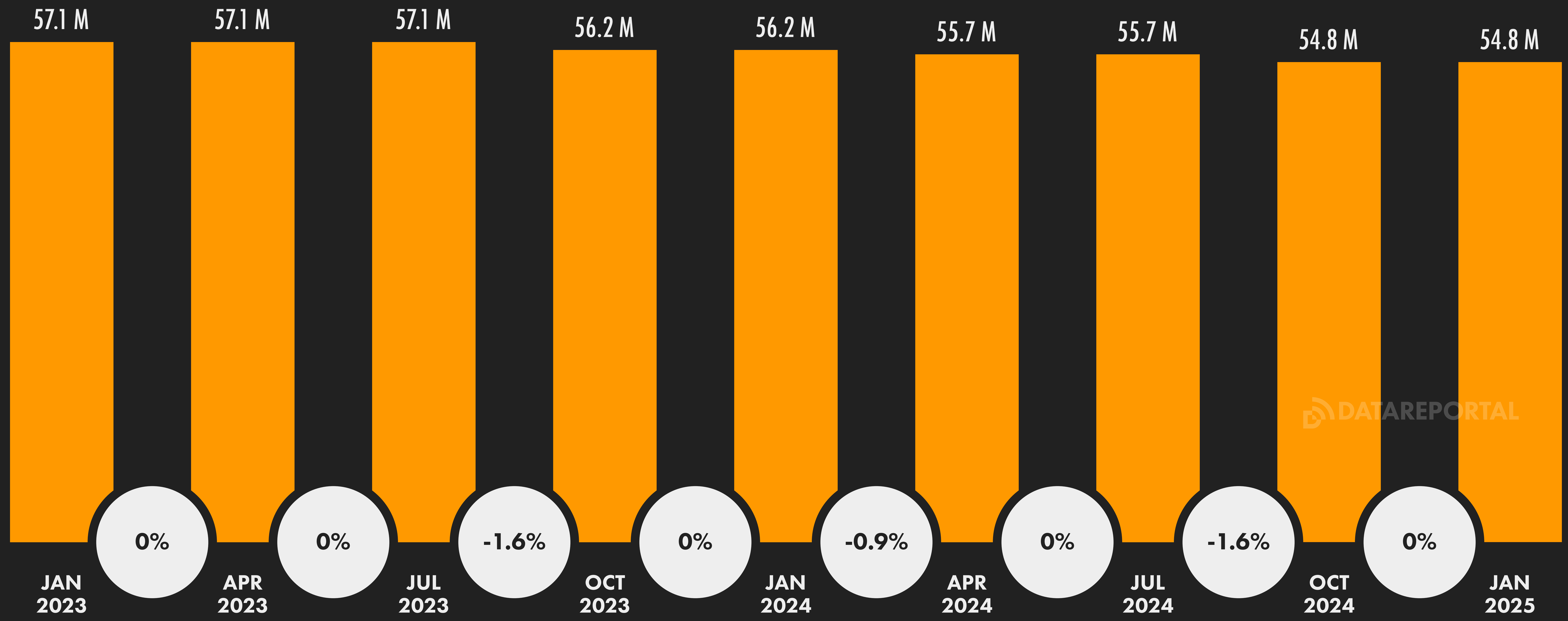
SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION	SOCIAL MEDIA USER IDENTITIES 18+ vs. POPULATION AGED 18+	SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET	FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES	MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
79.0%	87.0%	80.8%	49.9%	50.1%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

SOCIAL MEDIA USE OVER TIME (QOQ)

NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

THE UNITED KINGDOM



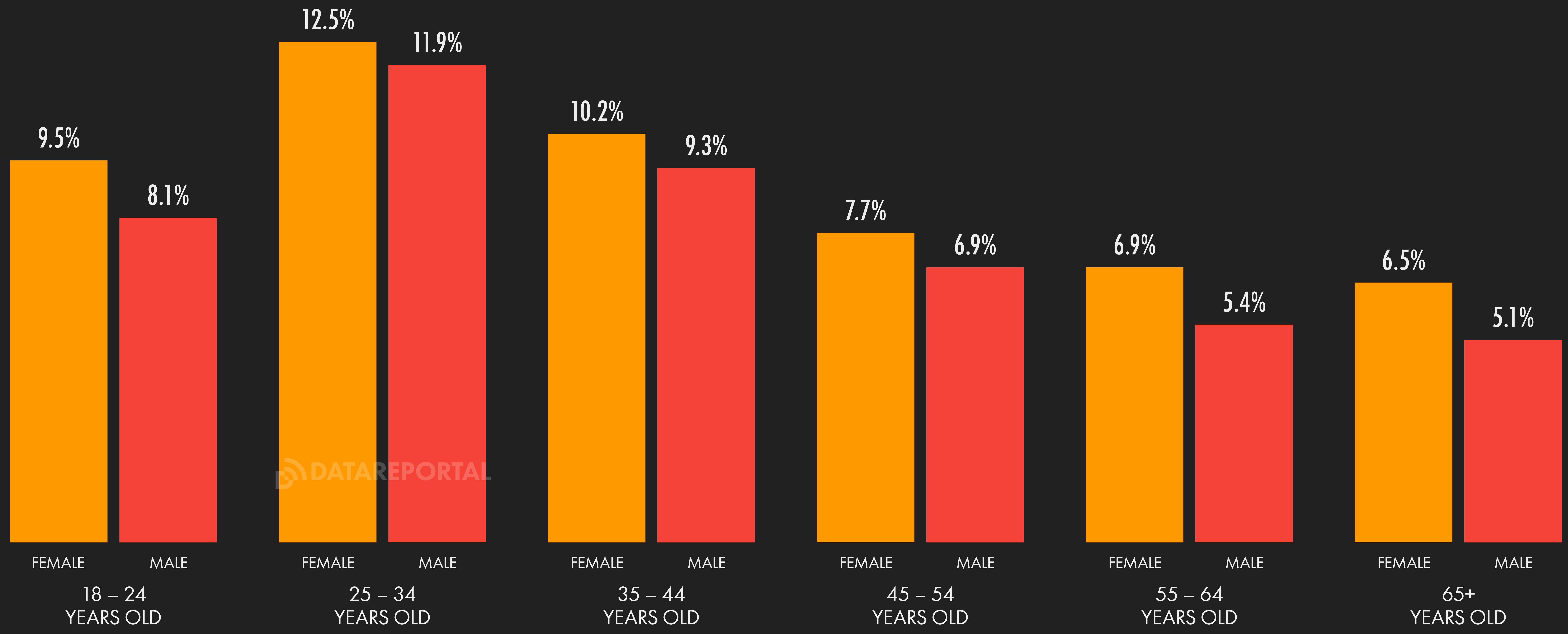
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

FEB 2025

DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

THE UNITED KINGDOM



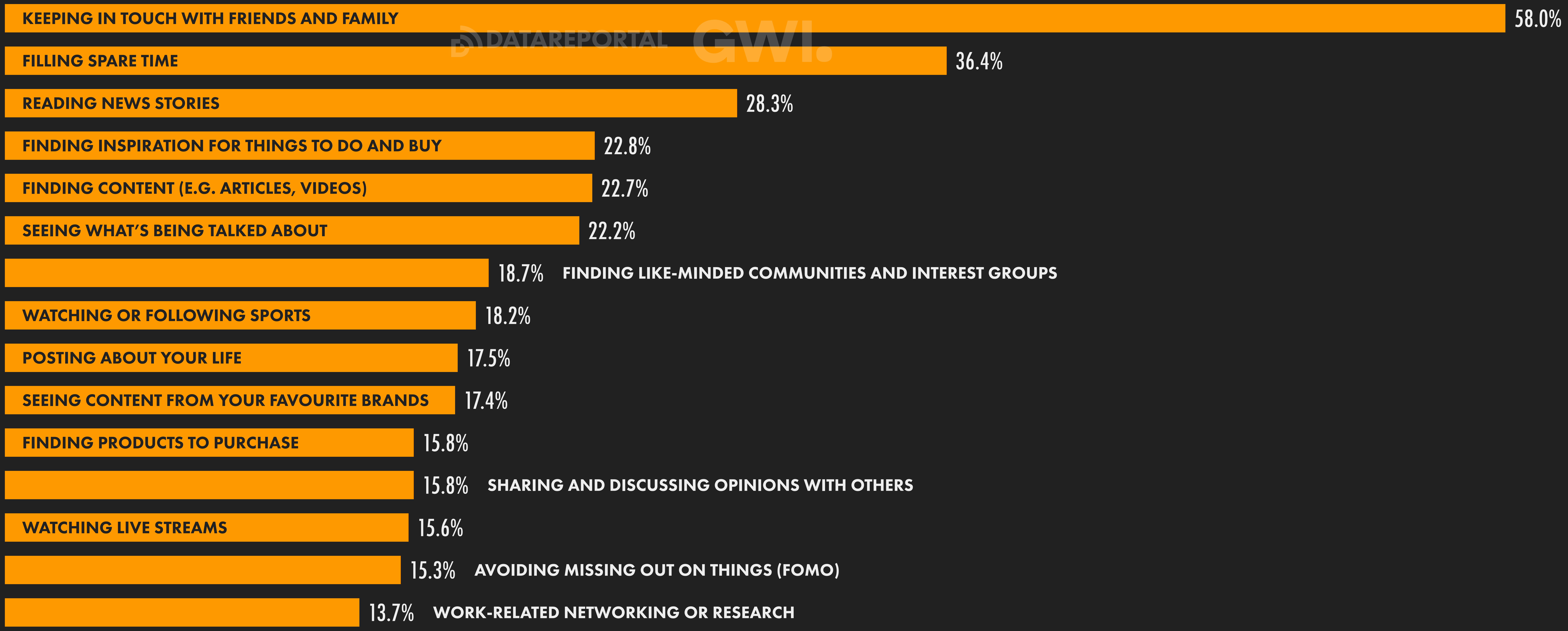
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

FEB 2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16+ WHO REPORT USING AT LEAST ONE SOCIAL MEDIA PLATFORM OR MESSENGER SERVICE IN THE PAST MONTH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

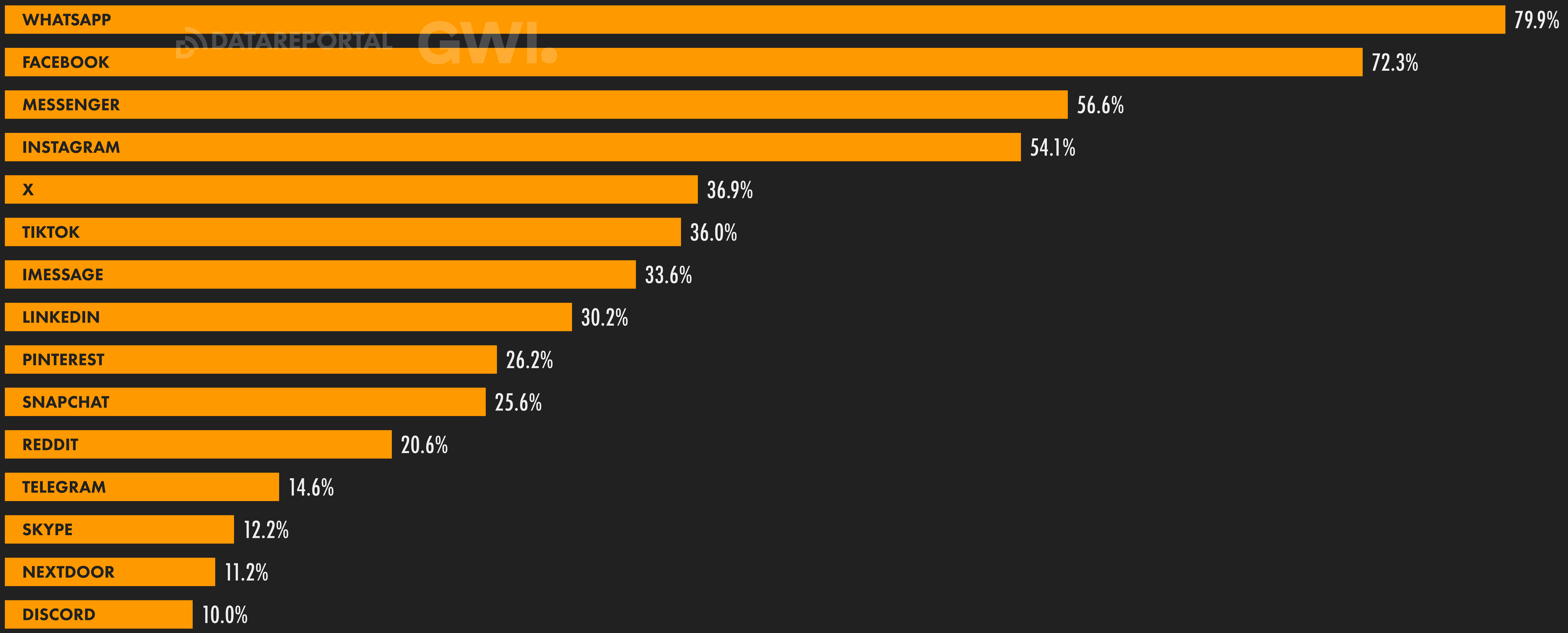
FEB 2025

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16+. SEE GWI.COM. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

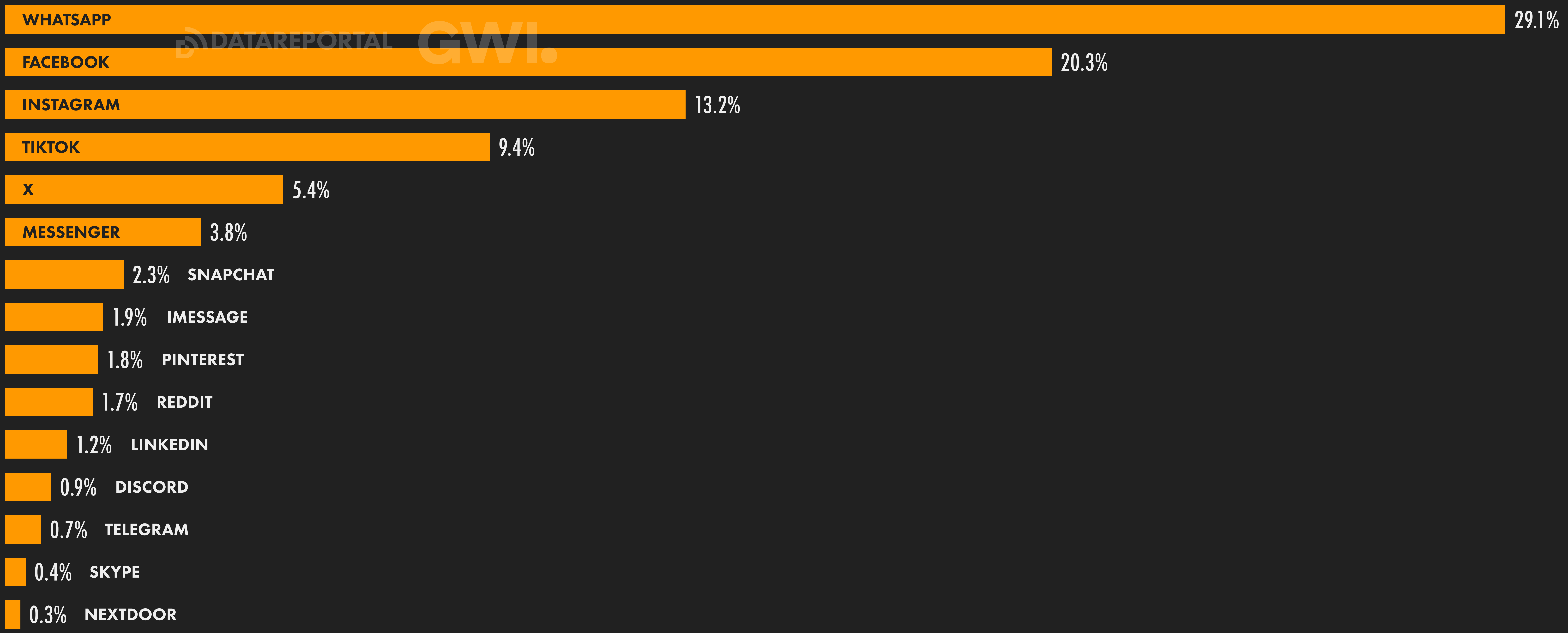
FEB 2025

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART

THE UNITED KINGDOM



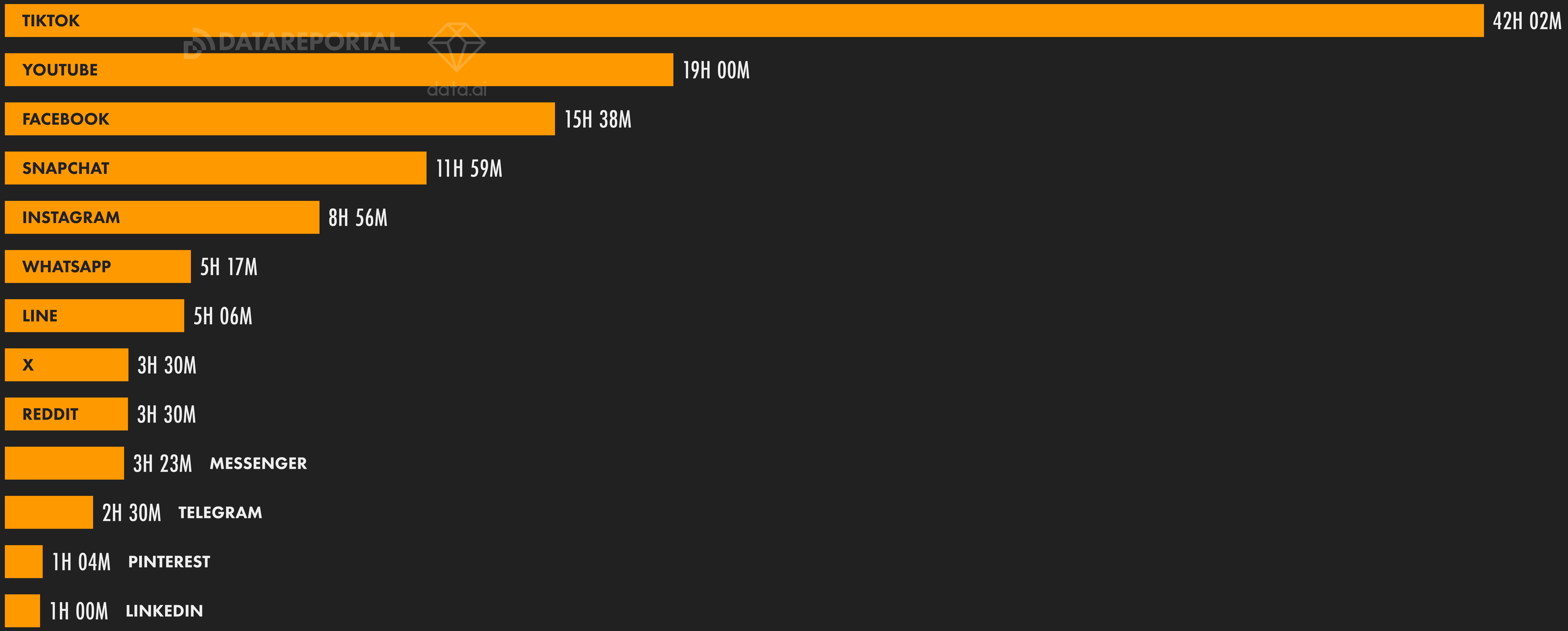
SOURCE: GWI (Q3 2024). NOTES: ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024

THE UNITED KINGDOM



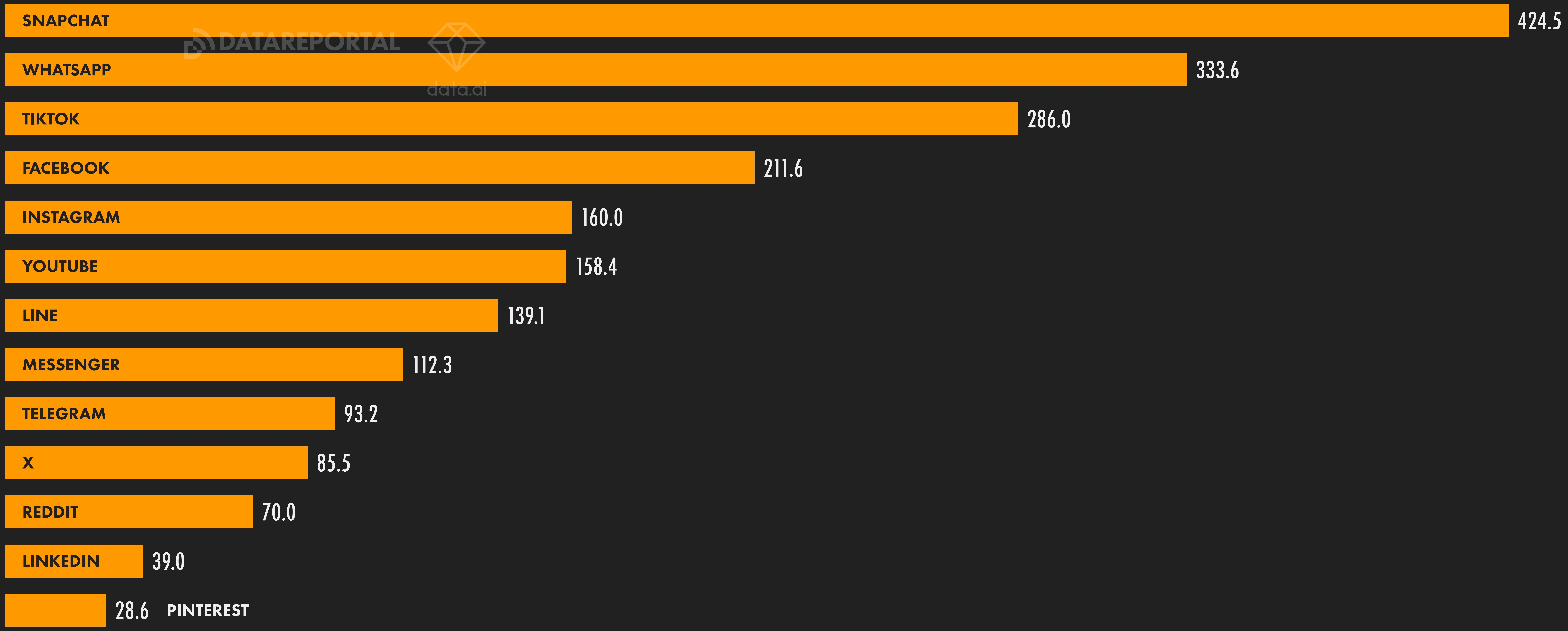
SOURCE: DATA.AI (A SENSOR TOWER COMPANY). NOTE: ONLY INCLUDES DATA FOR A SELECTION OF THE WORLD'S MOST USED SOCIAL MEDIA APPS. FIGURES REPRESENT AVERAGE TIME SPENT (IN HOURS AND MINUTES) PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES IN NOVEMBER 2024.

FEB 2025

SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

THE UNITED KINGDOM



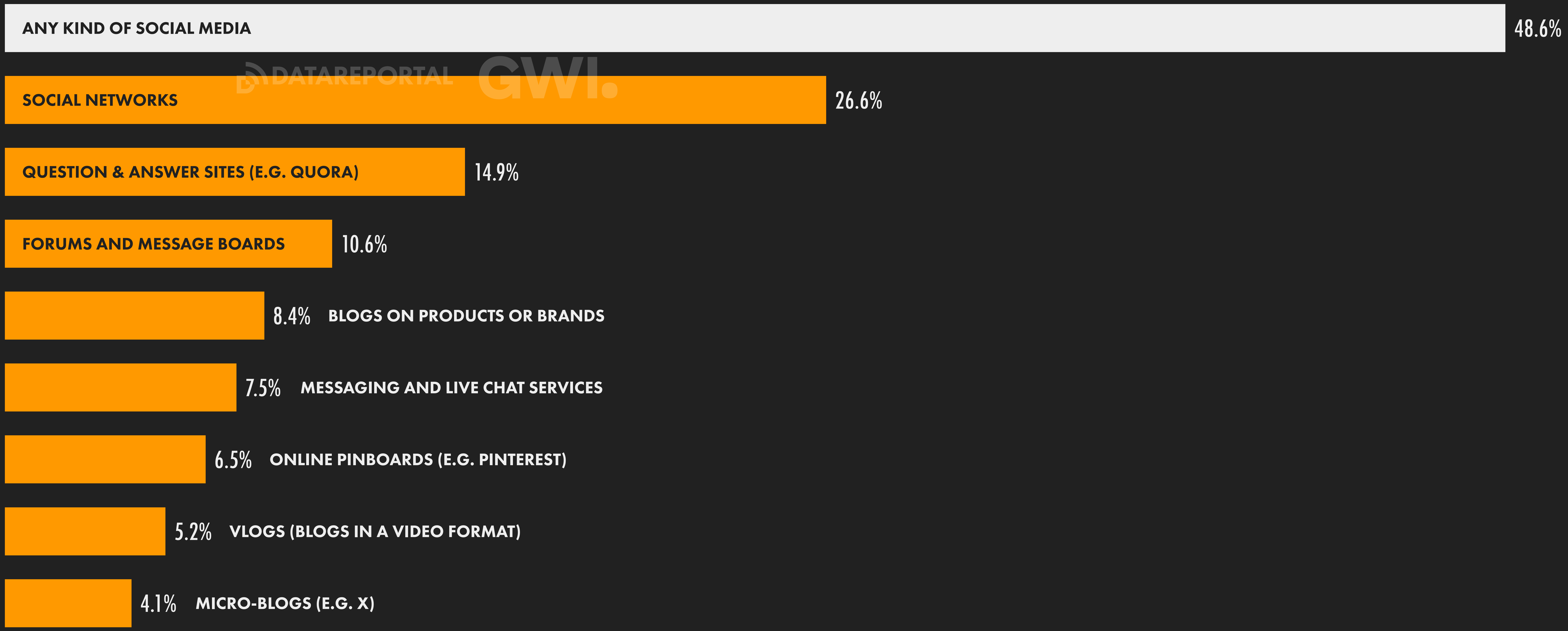
SOURCE: DATA.AI (A SENSOR TOWER COMPANY). NOTE: ONLY INCLUDES DATA FOR A SELECTION OF THE WORLD'S MOST USED SOCIAL MEDIA APPS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH IN NOVEMBER 2024.

FEB 2025

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

THE UNITED KINGDOM



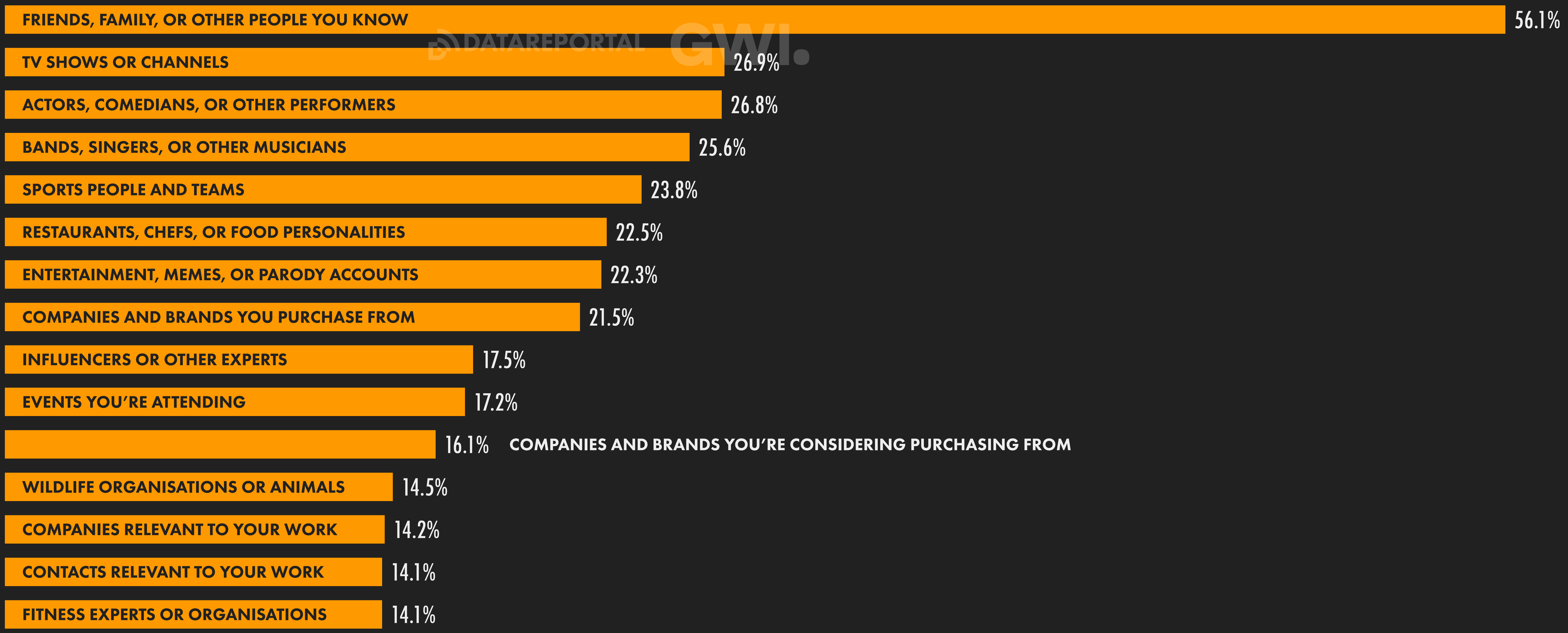
SOURCE: GWI (Q3 2024). **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA" REPRESENT SOCIAL MEDIA USERS WHO SELECTED AT LEAST ONE OF THE INDIVIDUAL CHANNELS SHOWN ON THIS CHART.
COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). **NOTE:** ONLY INCLUDES INTERNET USERS AGED 16+ WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

THE UNITED KINGDOM

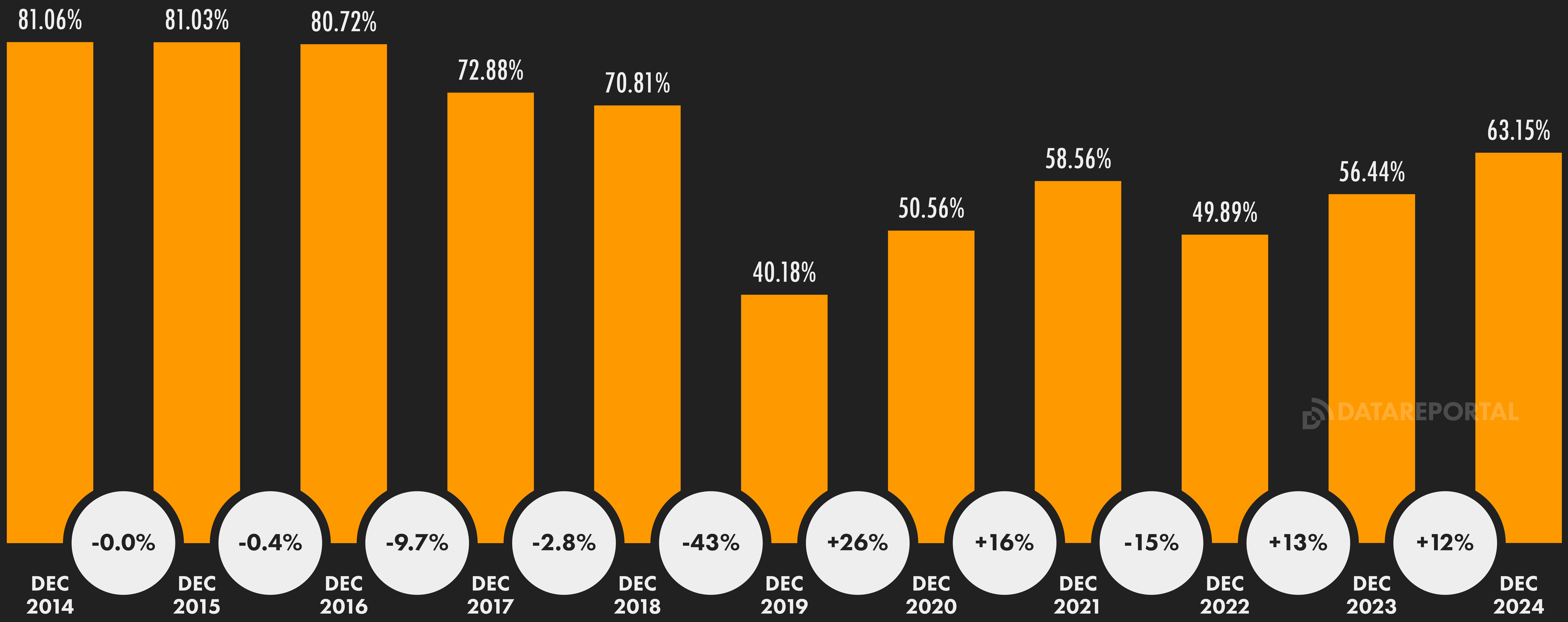
SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2024. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB 2025

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

THE UNITED KINGDOM



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS IN DECEMBER 2024.

YOUTUBE

FEB 2025

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
54.8 MILLION	79.0%	80.8%	0% [UNCHANGED]	-2.5% -1.40 MILLION

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.9%	50.1%	87.0%	84.7%	89.5%

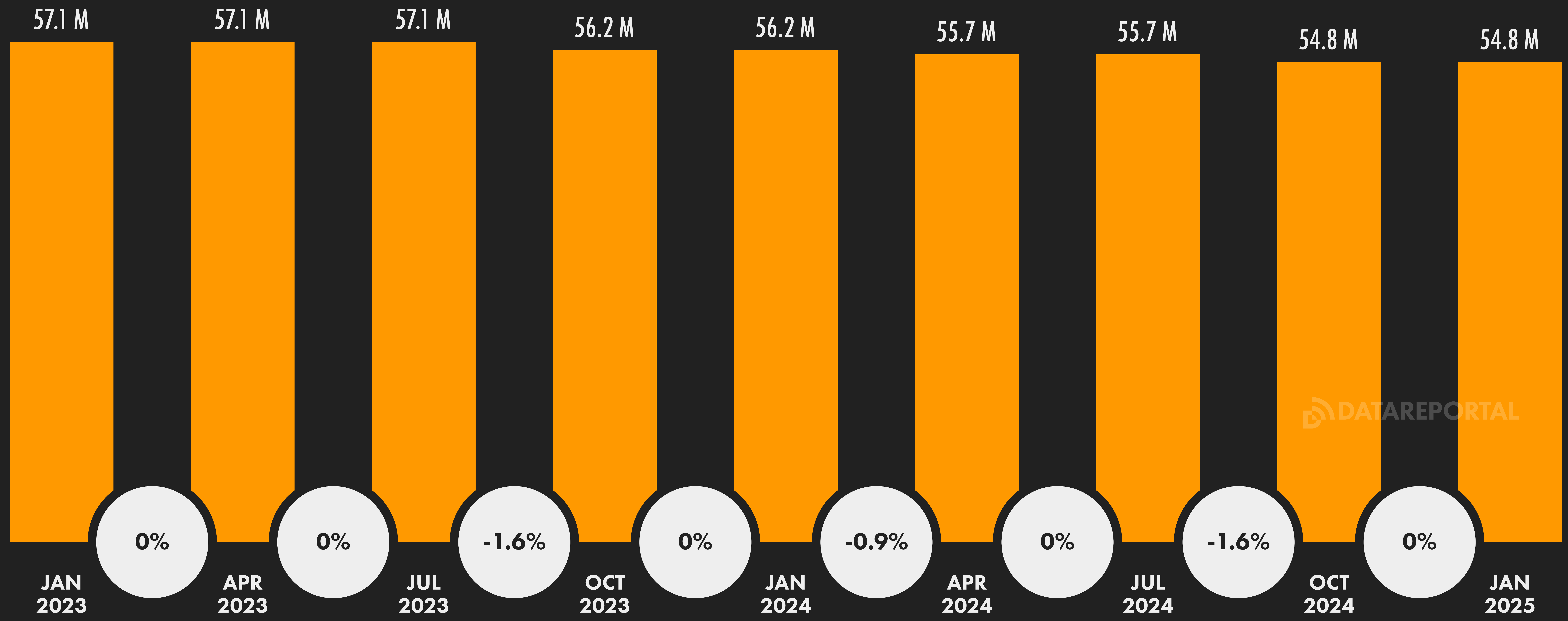
SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

YOUTUBE: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON YOUTUBE, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

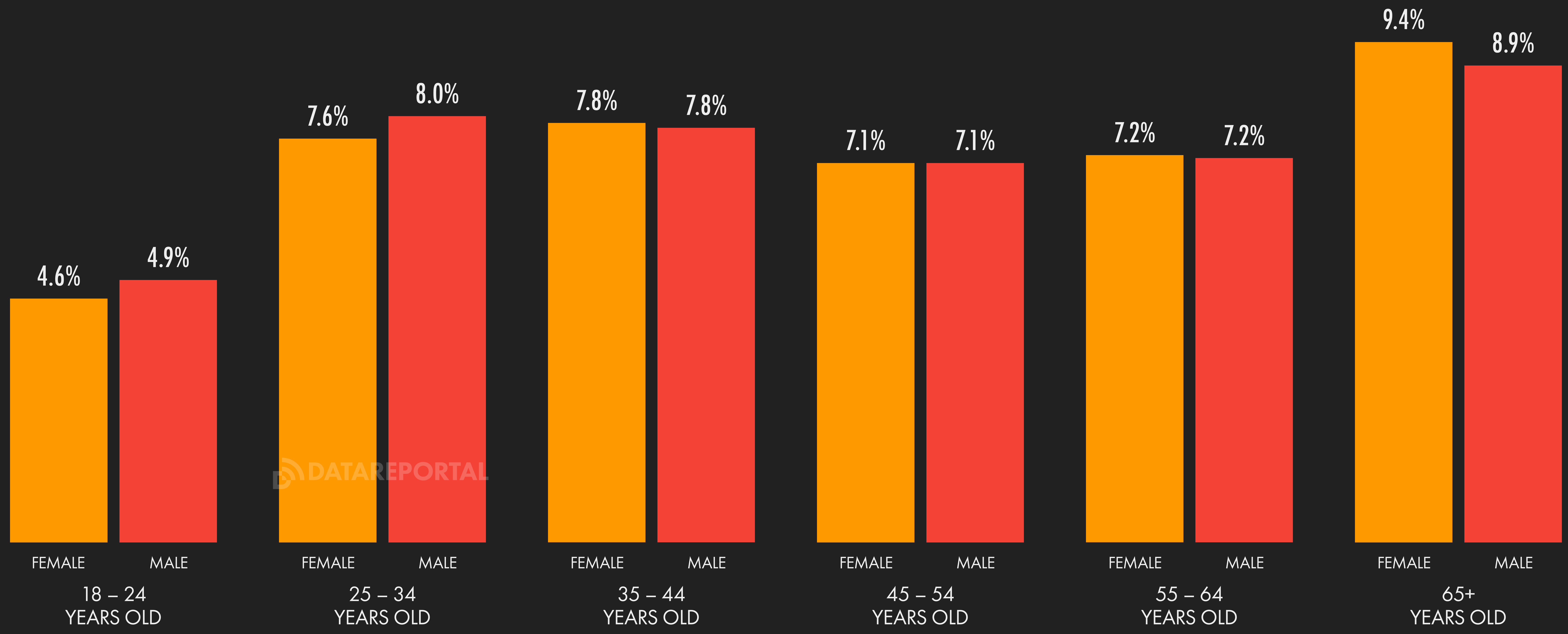
FEB 2025

YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024

THE UNITED KINGDOM

#	SEARCH QUERY	INDEX
01	HOW TO	100
02	SONG	86
03	SONGS	57
04	MUSIC	43
05	BABY	27
06	NEWS	25
07	VIDEO	23
08	ASMR	22
09	MINECRAFT	19
10	ROBLOX	19

#	SEARCH QUERY	INDEX
11	FORTNITE	15
12	FOOTBALL	14
13	FUNNY	14
14	SIDEMEN	12
15	PEPPA PIG	12
16	YOUTUBE	11
17	PODCAST	10
18	TIKTOK	10
19	KARAOKE	10
20	CAT	9

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

FACEBOOK

FEB 2025

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK	FACEBOOK AD REACH vs. TOTAL POPULATION	FACEBOOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
38.3 MILLION	55.2%	56.5%	+1.5% +550 THOUSAND	+3.2% +1.20 MILLION

SHARE: FEMALE FACEBOOK AD REACH AGED 18+ vs. OVERALL FACEBOOK AD REACH AGED 18+	SHARE: MALE FACEBOOK AD REACH AGED 18+ vs. OVERALL FACEBOOK AD REACH AGED 18+	ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
52.8%	47.2%	69.6%	71.2%	66.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

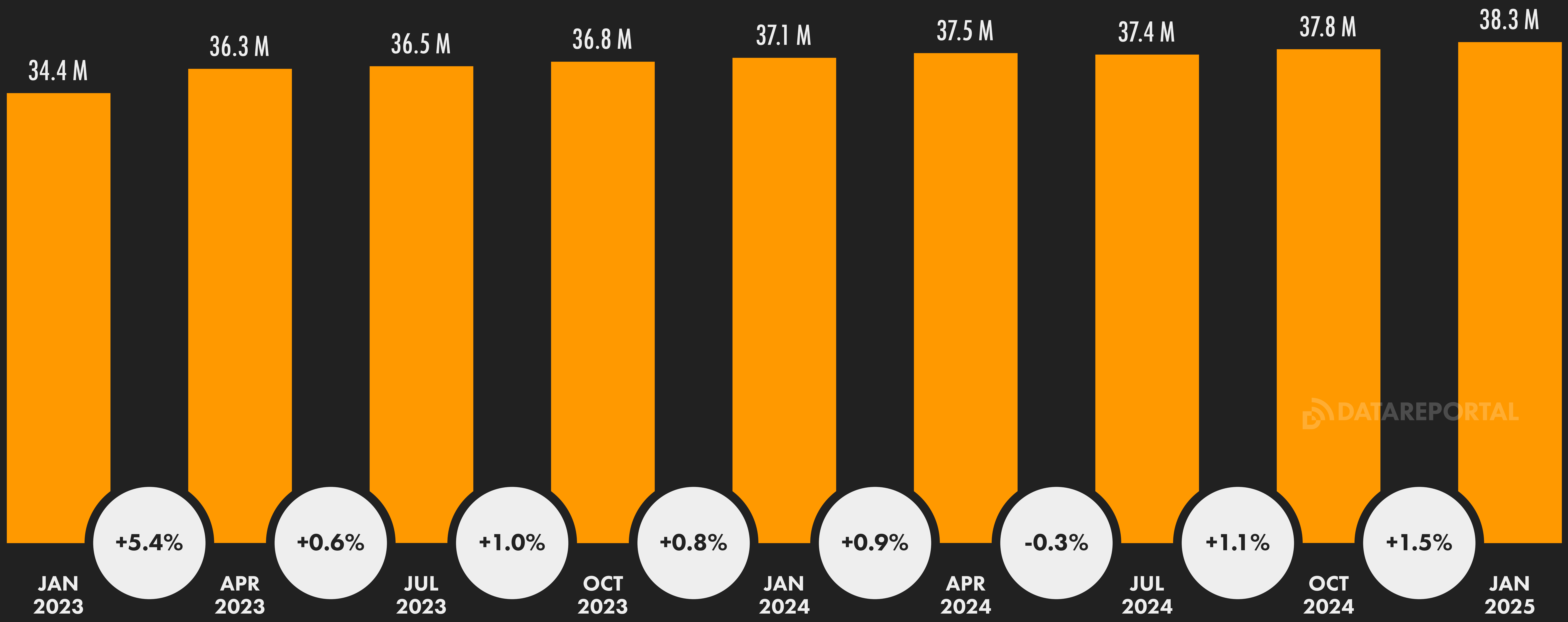
FEB 2025

FACEBOOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON FACEBOOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, BASE REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

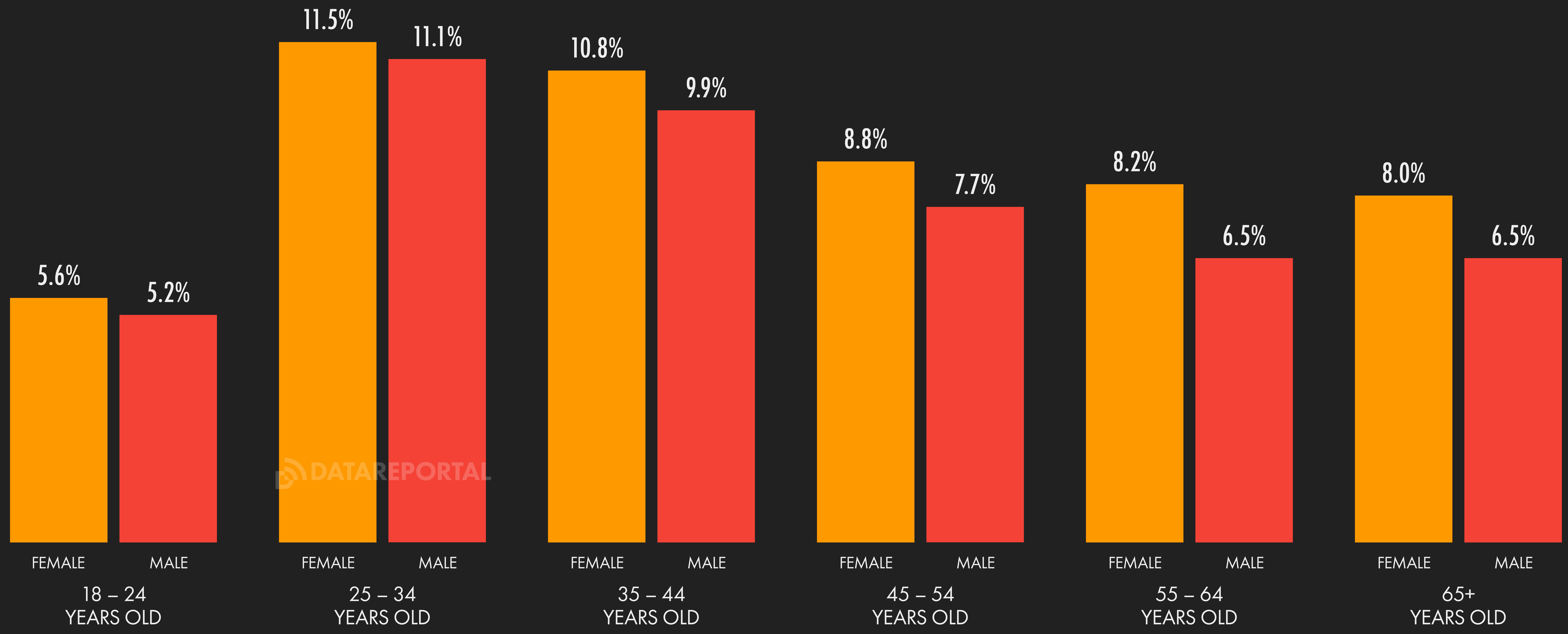
FEB 2025

FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

FEB 2025

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

THE UNITED KINGDOM

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.02%	0.03%	0.03%	0.01%	0.02%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE	AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS	AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS	AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS
ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS	ENGAGEMENTS vs. PAGE FOLLOWERS
0.12%	0.20%	0.13%	0.07%
ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH
4.35%	3.85%	4.20%	4.65%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS

0.10%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS

0.15%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS

0.13%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS

0.17%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS

0.13%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS

0.05%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES.

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS

5.12%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS

4.00%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS

4.00%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS

4.45%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS

5.07%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS

4.85%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF SIGNIFICANT OUTLIERS. PRIOR TO THIS DATE, VALUES WERE NOT ADJUSTED.

INSTAGRAM

FEB 2025

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

33.4 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

48.2%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

49.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

+2.9%

+950 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+0.9%

+300 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

54.5%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

45.5%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

59.5%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

63.3%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

55.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

FEB 2025

INSTAGRAM: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON INSTAGRAM, AND CHANGE IN REPORTED REACH OVER TIME

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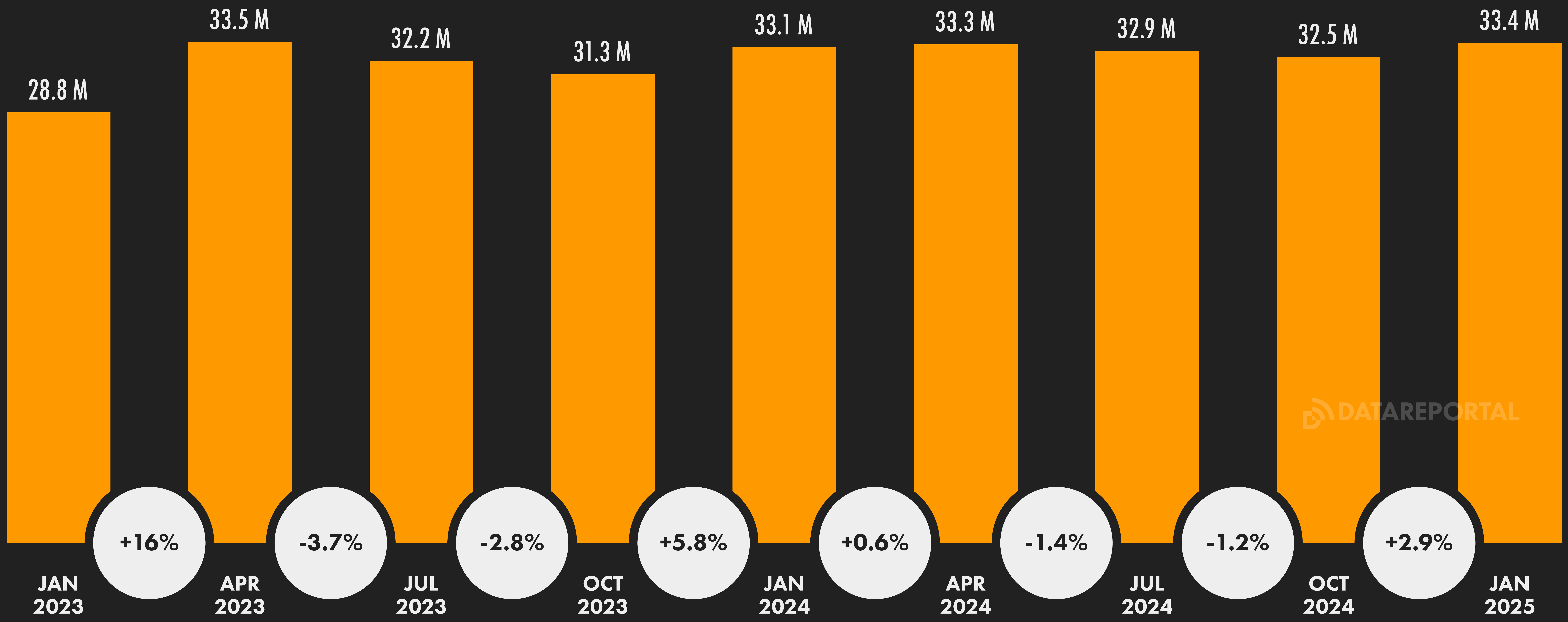
THE UNITED KINGDOM



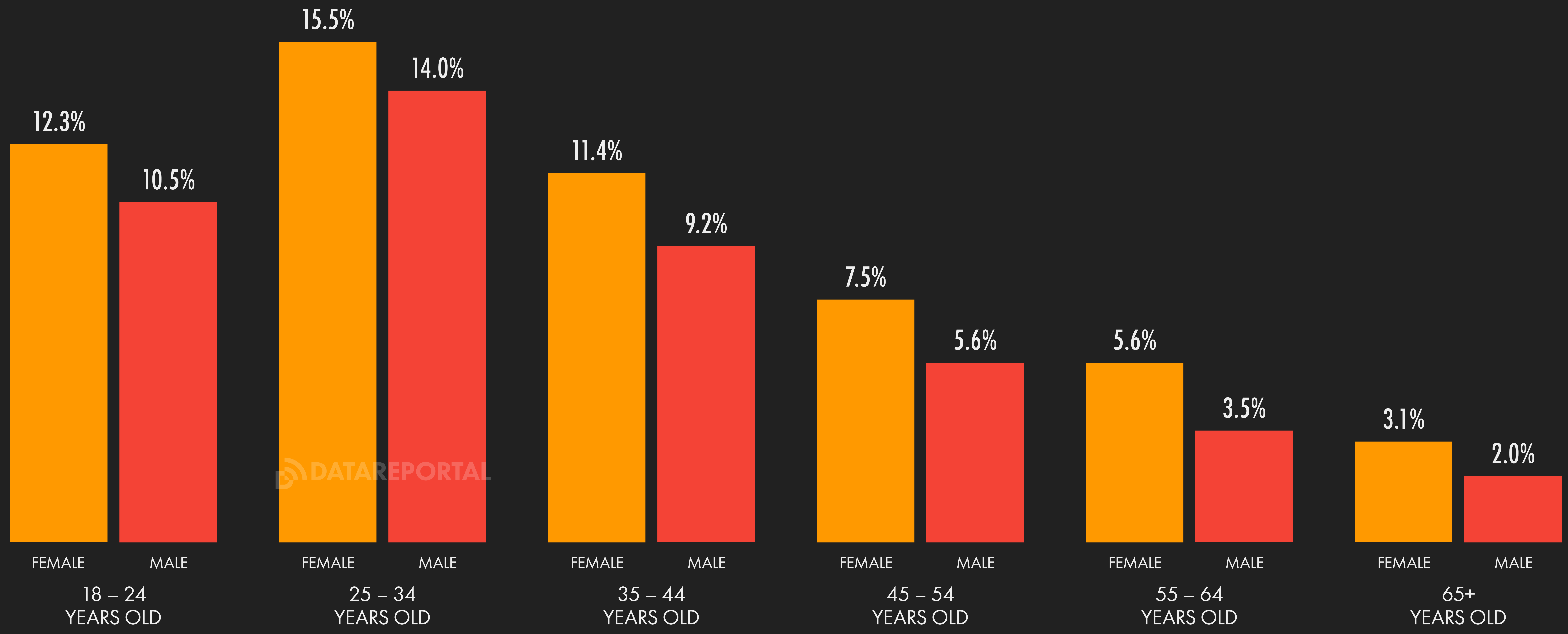
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS	AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS	AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS	AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS
ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS
0.47%	0.50%	0.50%	0.45%
ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH
3.75%	4.00%	3.80%	3.55%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **NOTES:** "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. **COMPARABILITY:** STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

THE UNITED KINGDOM

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS	AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS
ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS	ENGAGEMENTS vs. FOLLOWERS
0.47%	0.45%	0.55%	0.45%
ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH	ENGAGEMENTS vs. POST REACH
3.75%	3.80%	3.65%	3.80%

SOURCE: SOCIALINSIDER. VALUES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. NOTES: "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS GEOGRAPHIES. COMPARABILITY: STARTING IN JANUARY 2025, VALUES FOR ENGAGEMENTS vs. POST REACH REFLECT "FILTERED" AVERAGES, AFTER THE REMOVAL OF OUTLIERS.

TIKTOK

FEB 2025

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON TIKTOK	TIKTOK AD REACH vs. TOTAL POPULATION	TIKTOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
24.8 MILLION	35.7%	36.6%	+4.1% +987 THOUSAND	+9.2% +2.08 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
52.0%	48.0%	45.0%	45.7%	44.3%

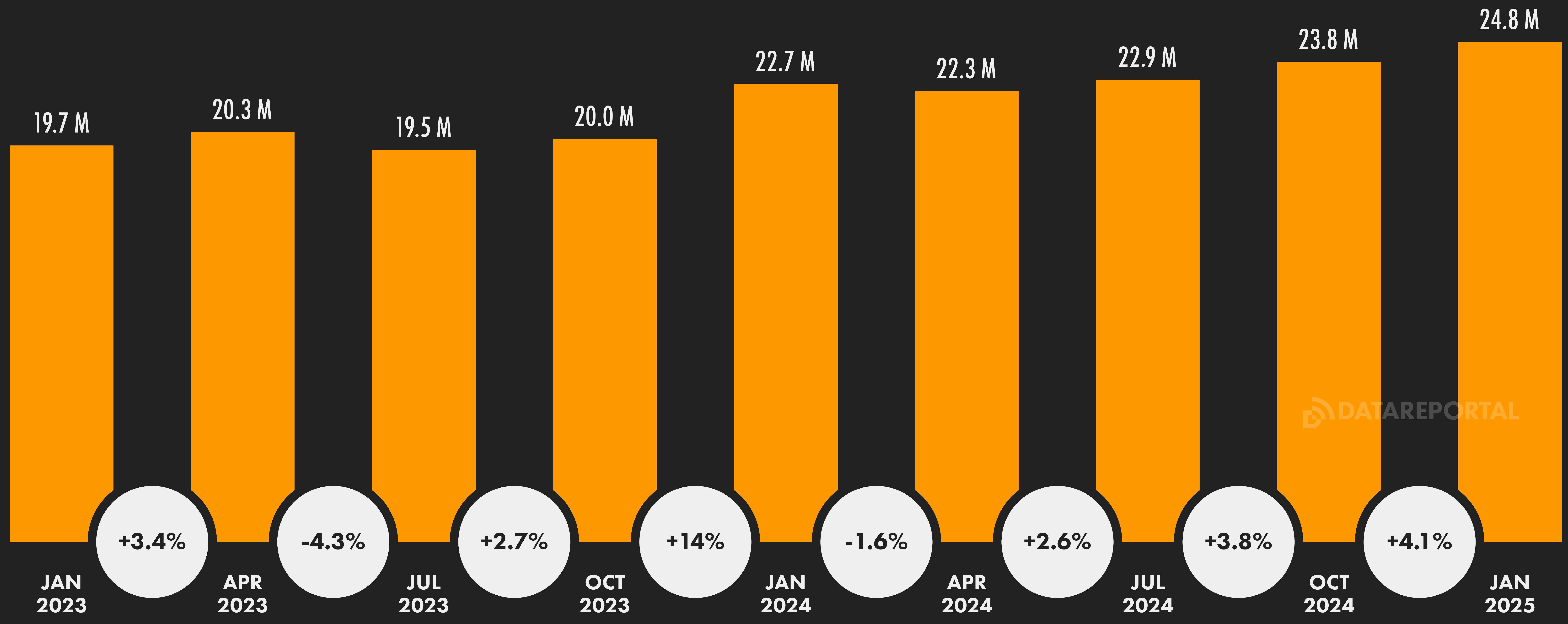
SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

TIKTOK: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON TIKTOK, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE NOTES ON DATA.

TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

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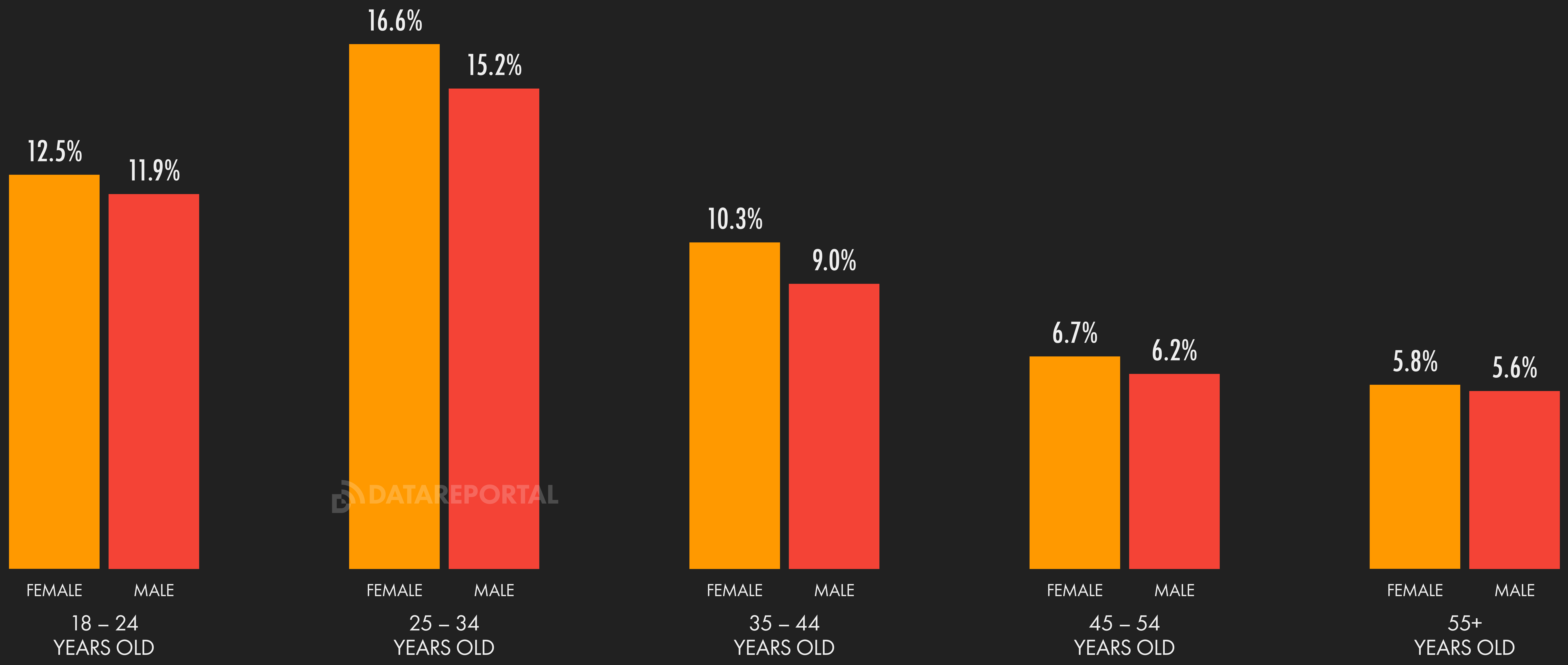
THE UNITED KINGDOM



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

LINKEDIN

FEB 2025

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
45.0 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION
64.9%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
66.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+4.7%
+2.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+15.4%
+6.0 MILLION

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
45.0%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
55.0%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
81.8%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
63.8%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
82.0%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

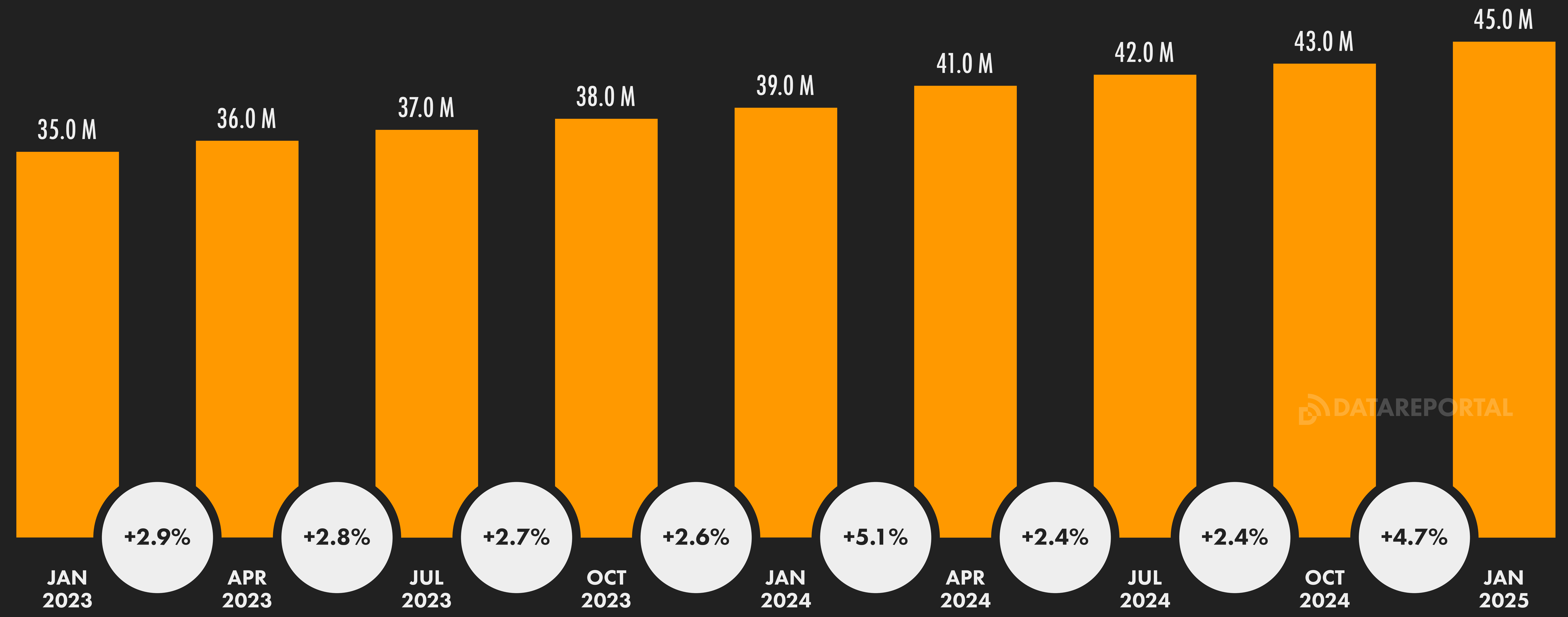
FEB
2025

LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

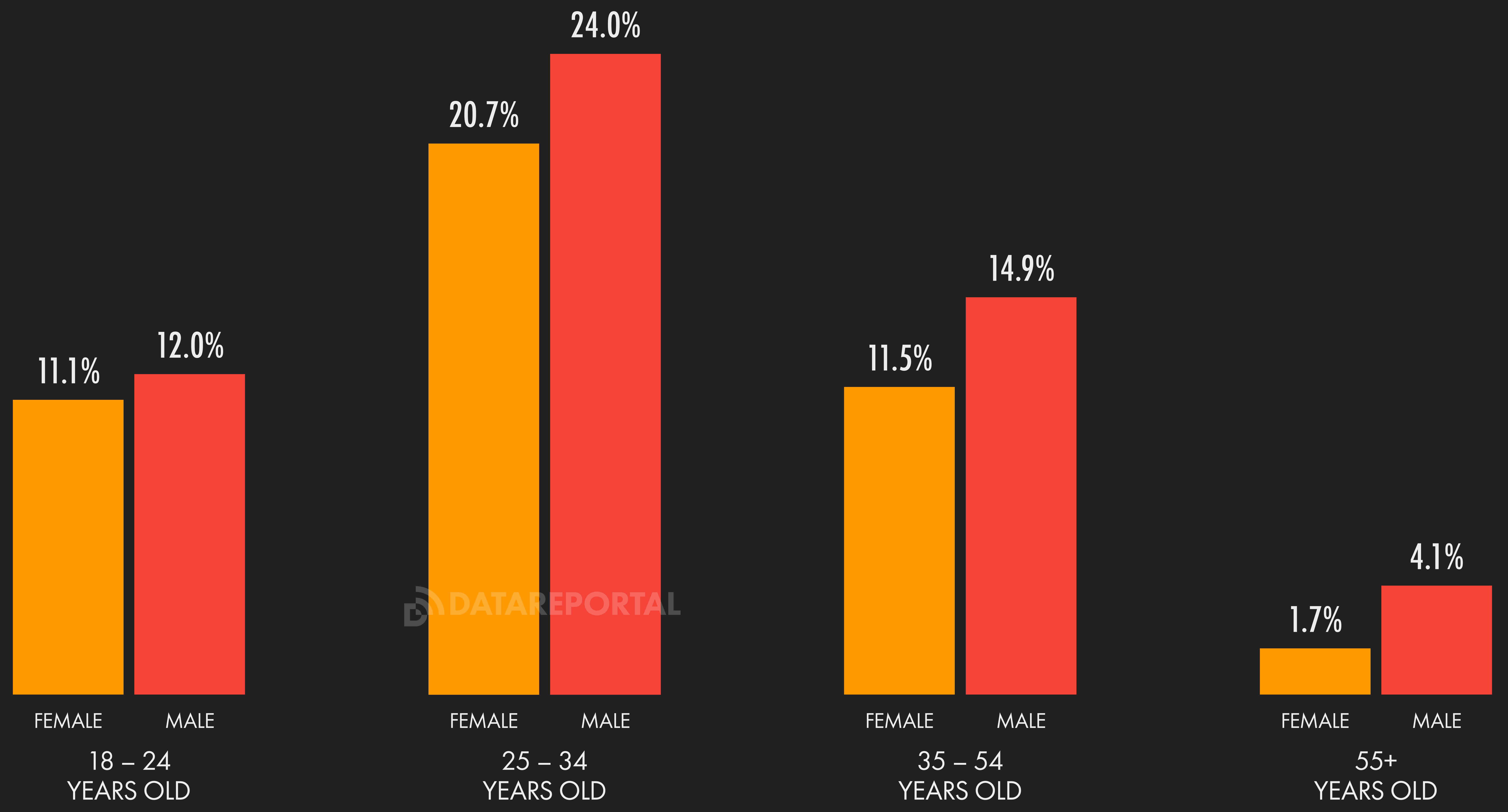
we are social
Meltwater

LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

MESSENGER

FEB 2025

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON MESSENGER	MESSENGER AD REACH vs. TOTAL POPULATION	MESSENGER AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
26.7 MILLION	38.5%	39.4%	-0.2% -50.0 THOUSAND	-3.8% -1.05 MILLION

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+	SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+	ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
55.4%	44.6%	48.5%	52.1%	44.2%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** LIMITED AVAILABILITY OF AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

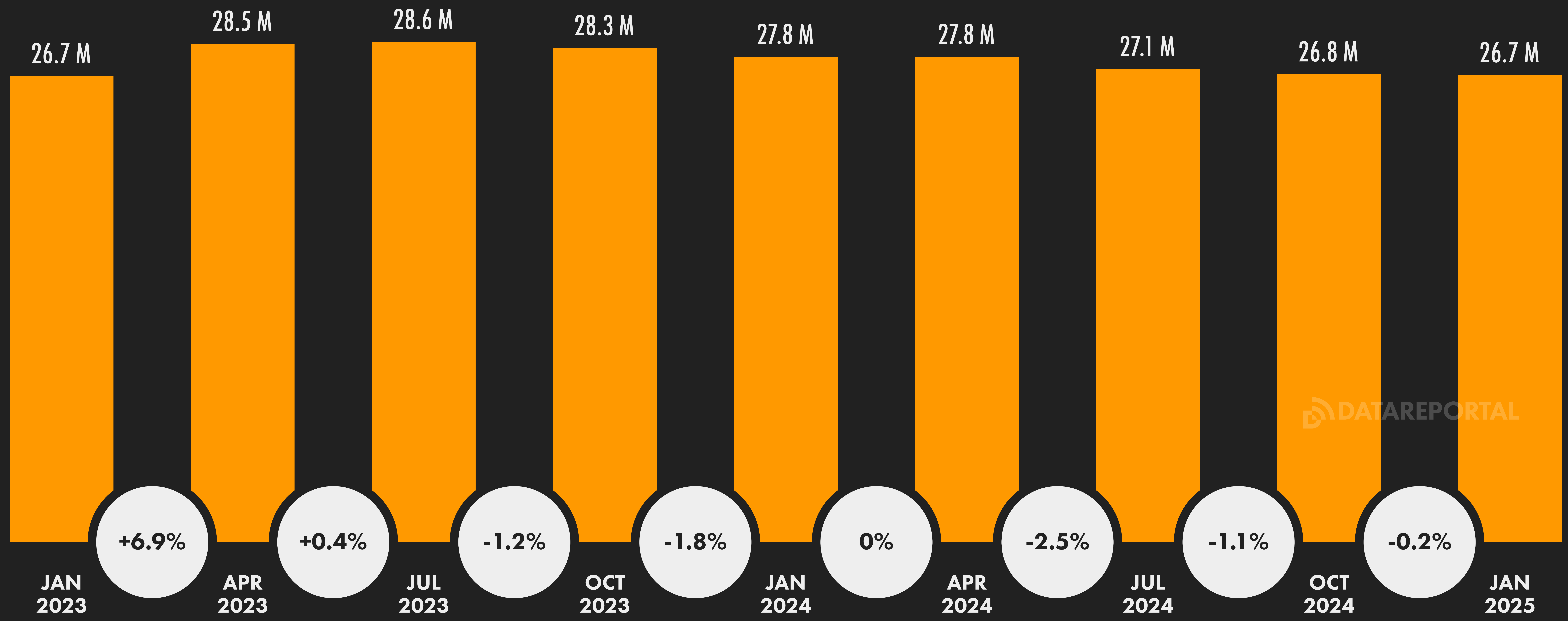
FEB 2025

MESSENGER: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON MESSENGER, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



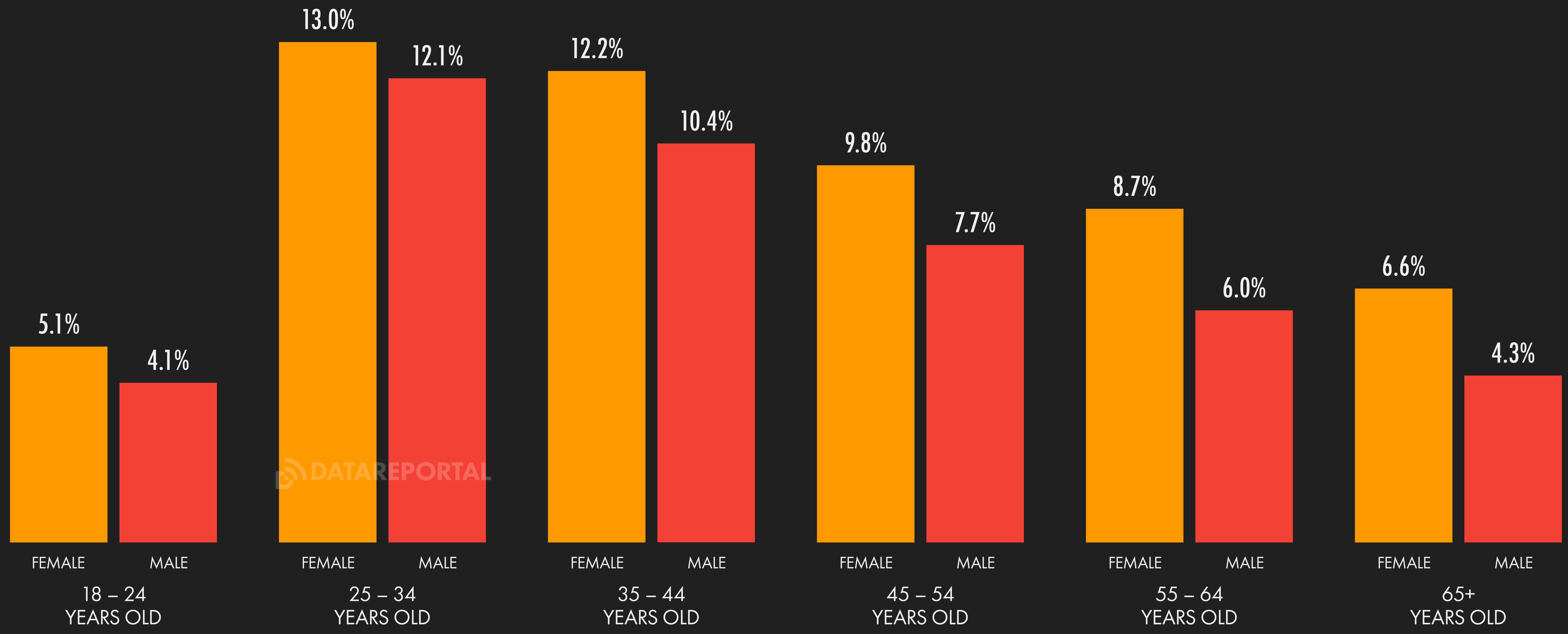
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. SEE NOTES ON DATA.

MESSENGER: ADVERTISING AUDIENCE PROFILE

SHARE OF MESSENGER'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

SNAPCHAT

FEB 2025

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT	SNAPCHAT AD REACH vs. TOTAL POPULATION	SNAPCHAT AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
23.9 MILLION	34.4%	35.2%	+1.4% +325 THOUSAND	+0.9% +215 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+	SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+	ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
53.0%	46.3%	34.6%	35.8%	32.9%

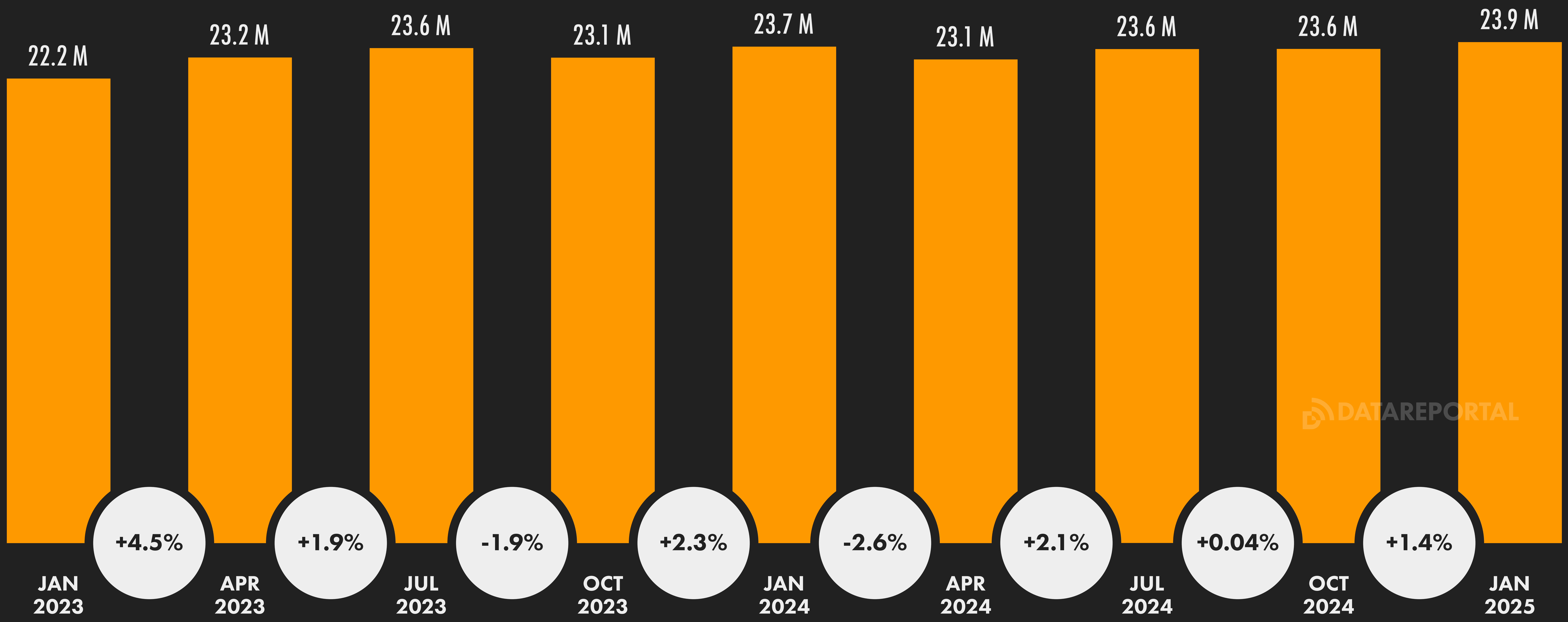
SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED DATA. GENDER DATA ONLY INCLUDE "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

SNAPCHAT: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON SNAPCHAT, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



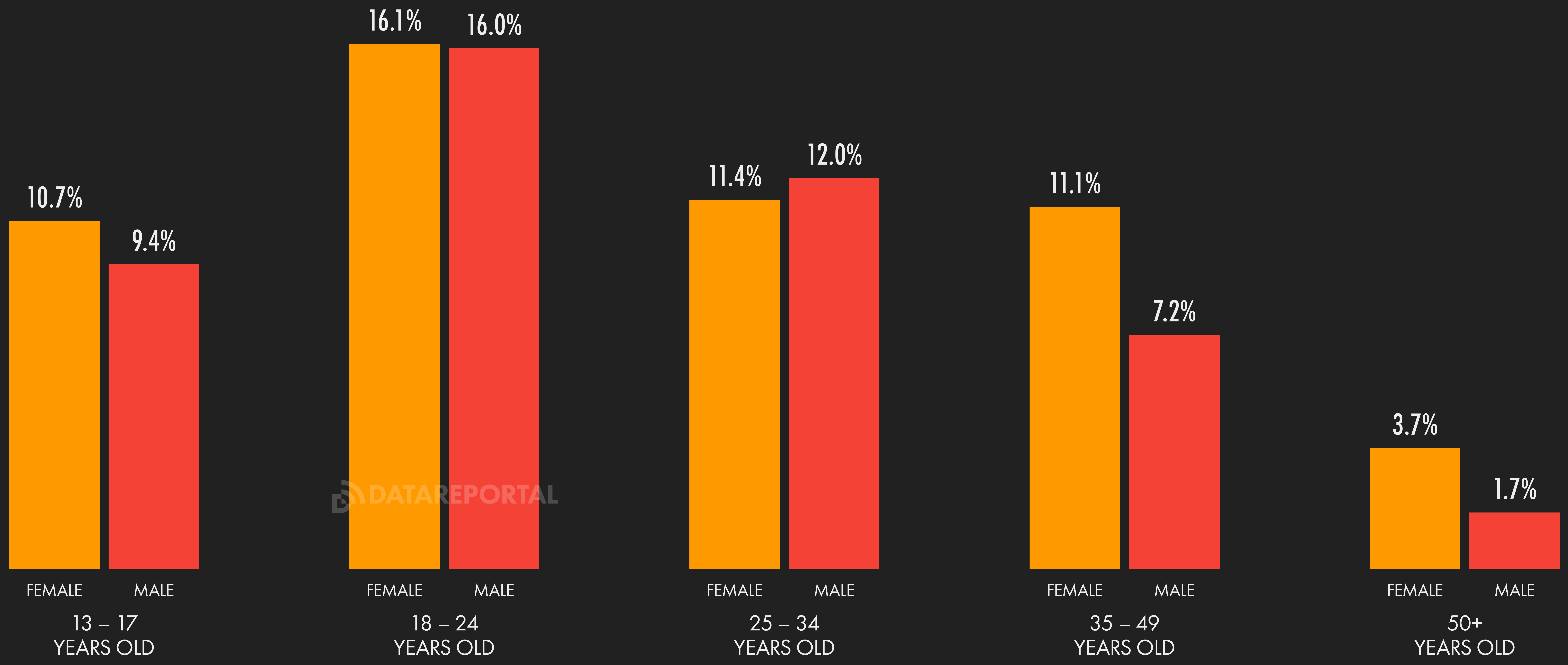
SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** FIGURES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

SNAPCHAT: ADVERTISING AUDIENCE PROFILE

SHARE OF SNAPCHAT'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES OFTEN DO NOT SUM TO TOTAL, SO VALUES MAY NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

X

FEB 2025

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON X	X AD REACH vs. TOTAL POPULATION	X AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
22.9 MILLION	33.0%	33.7%	-4.7% -1.14 MILLION	-10.7% -2.73 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+	SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+	ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
34.2%	65.8%	41.1%	27.3%	55.4%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". REACH BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** FREQUENT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, NON-INDIVIDUAL ACCOUNTS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

X: REPORTED ADVERTISING REACH

FEB 2025

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON X, AND CHANGE IN REPORTED REACH OVER TIME

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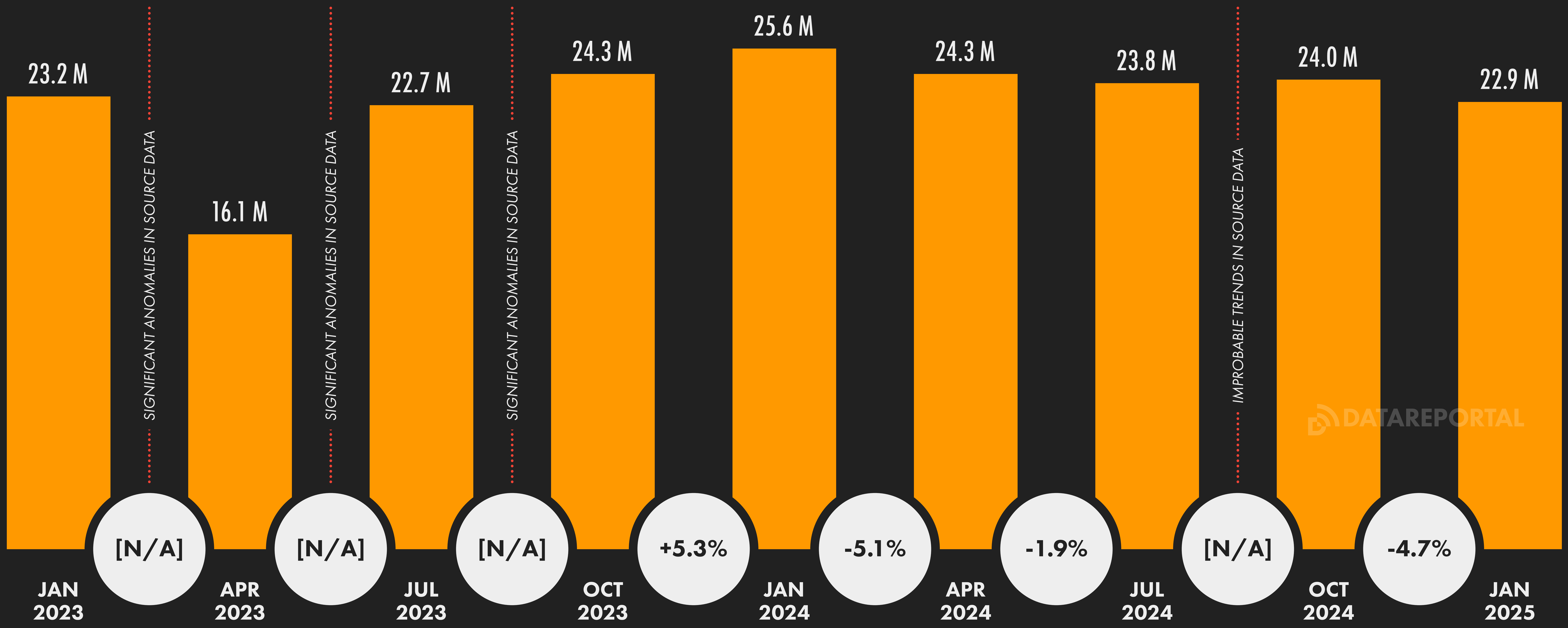
THE UNITED KINGDOM



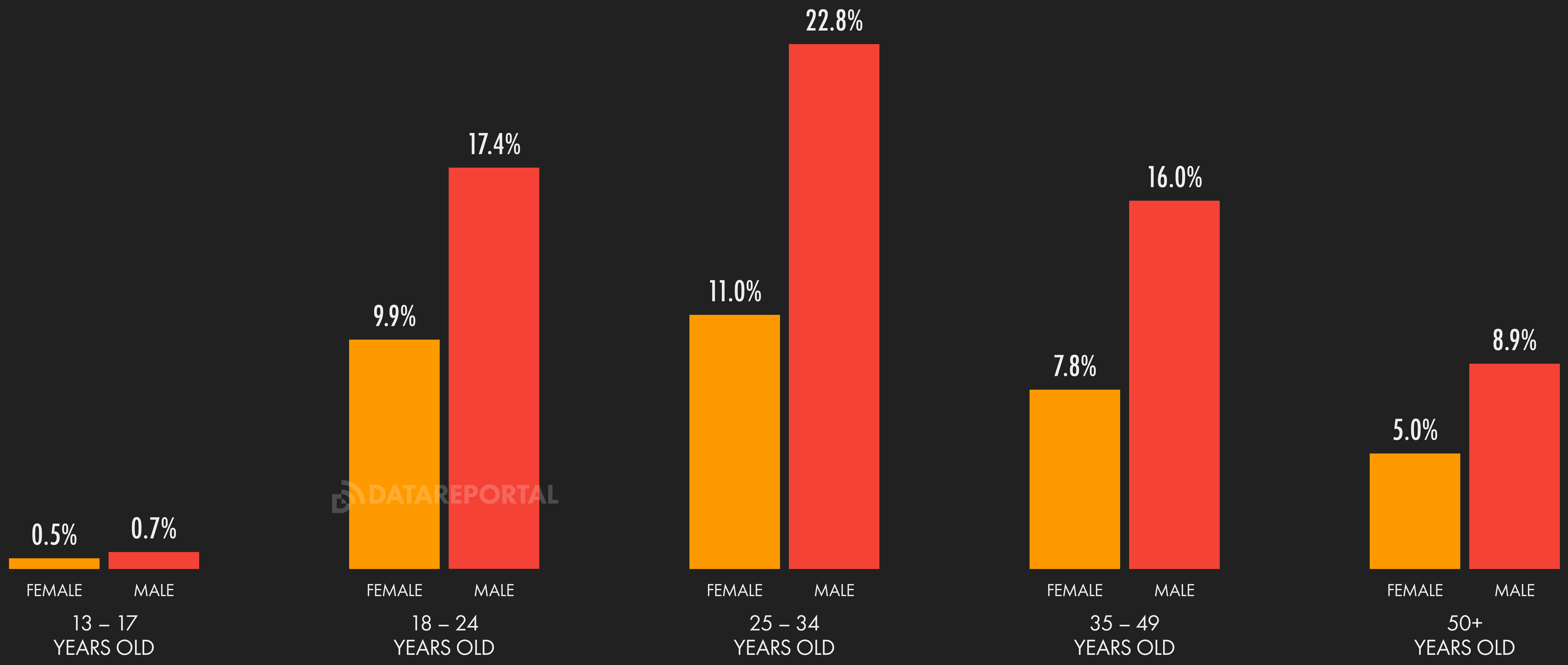
SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

X: ADVERTISING AUDIENCE PROFILE

SHARE OF X'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". VALUES MAY NOT SUM TO 100% DUE TO INCONSISTENCIES IN SOURCE DATA. **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

PINTEREST

FEB 2025

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

15.5 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION

22.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH

+0.3%
+50.0 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH

+14.7%
+1.99 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS

22.9%

PINTEREST AD REACH vs. POPULATION AGED 13+

26.2%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH

71.0%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH

22.9%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", .SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

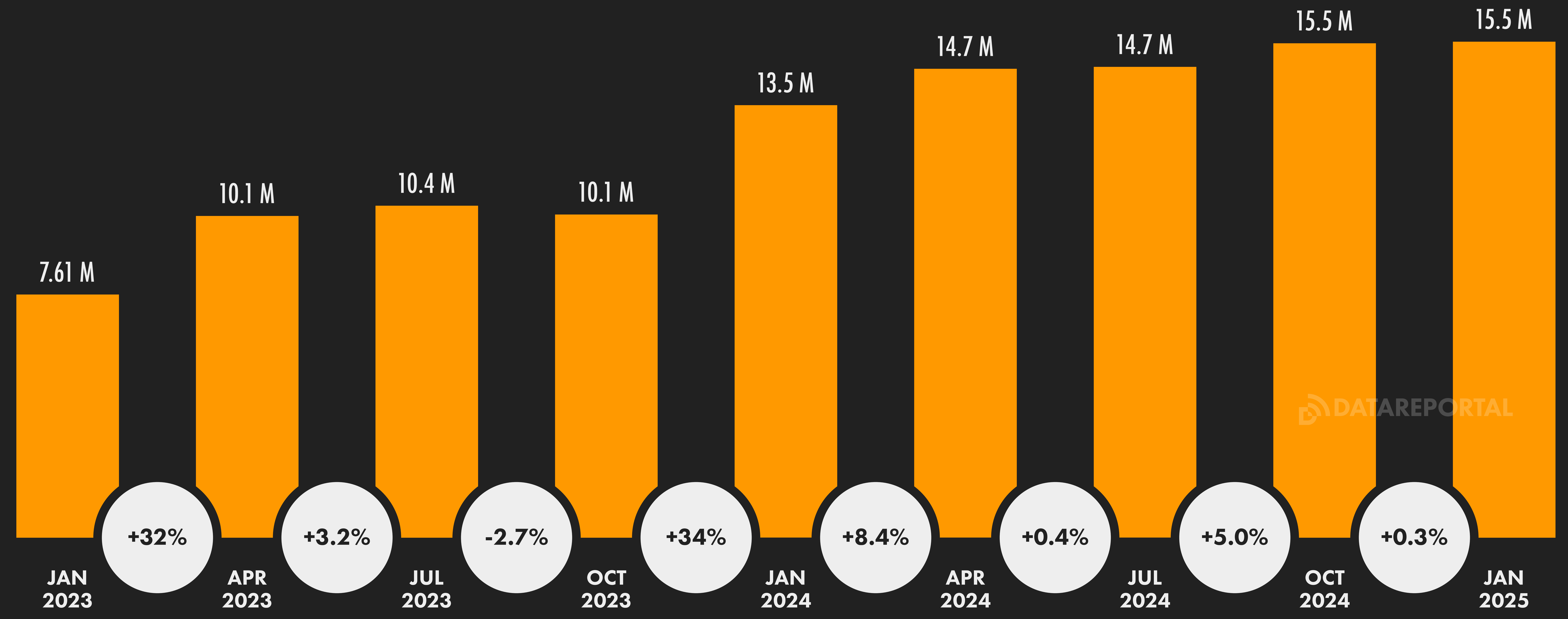
FEB 2025

PINTEREST: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON PINTEREST, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

THE UNITED KINGDOM



SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN ACTIVE USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS AND CHANGES IN THE AVAILABILITY OF DATA BY LOCATION MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, WHICH MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE NOTES ON DATA.

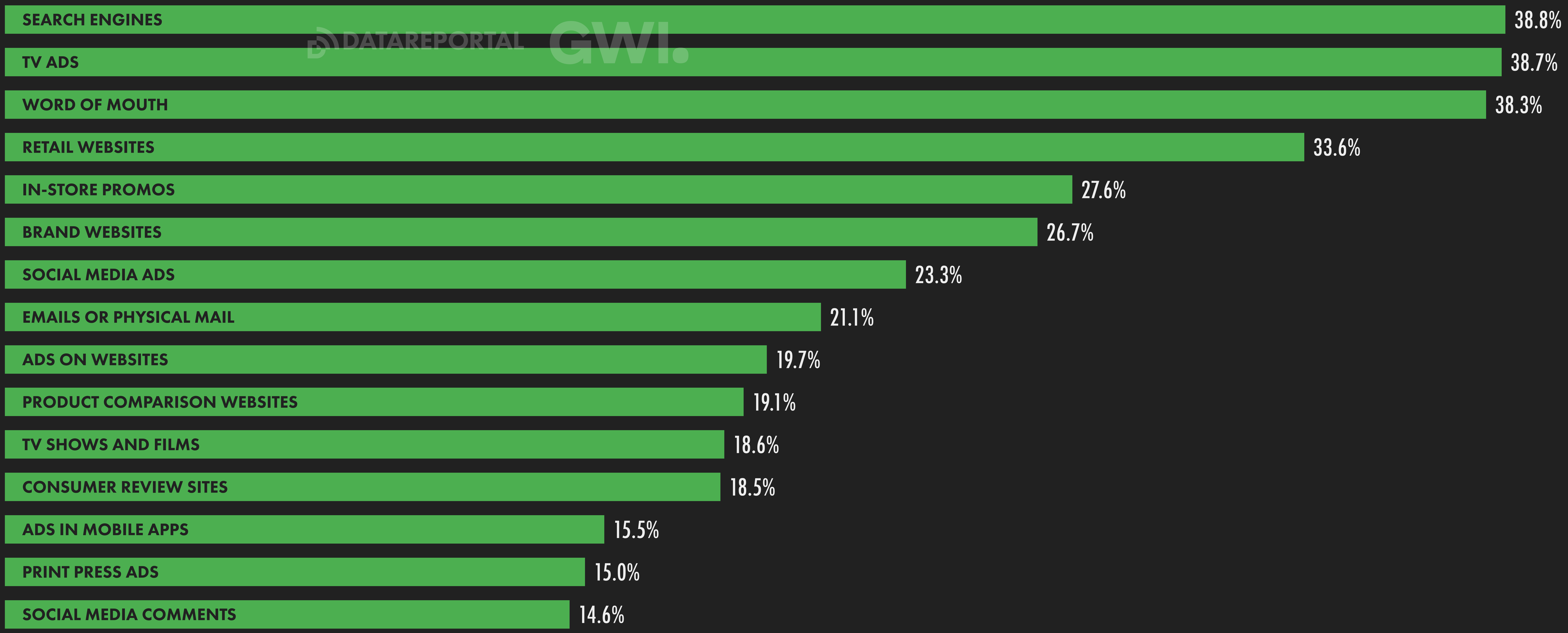
DIGITAL MARKETING

FEB 2025

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

THE UNITED KINGDOM



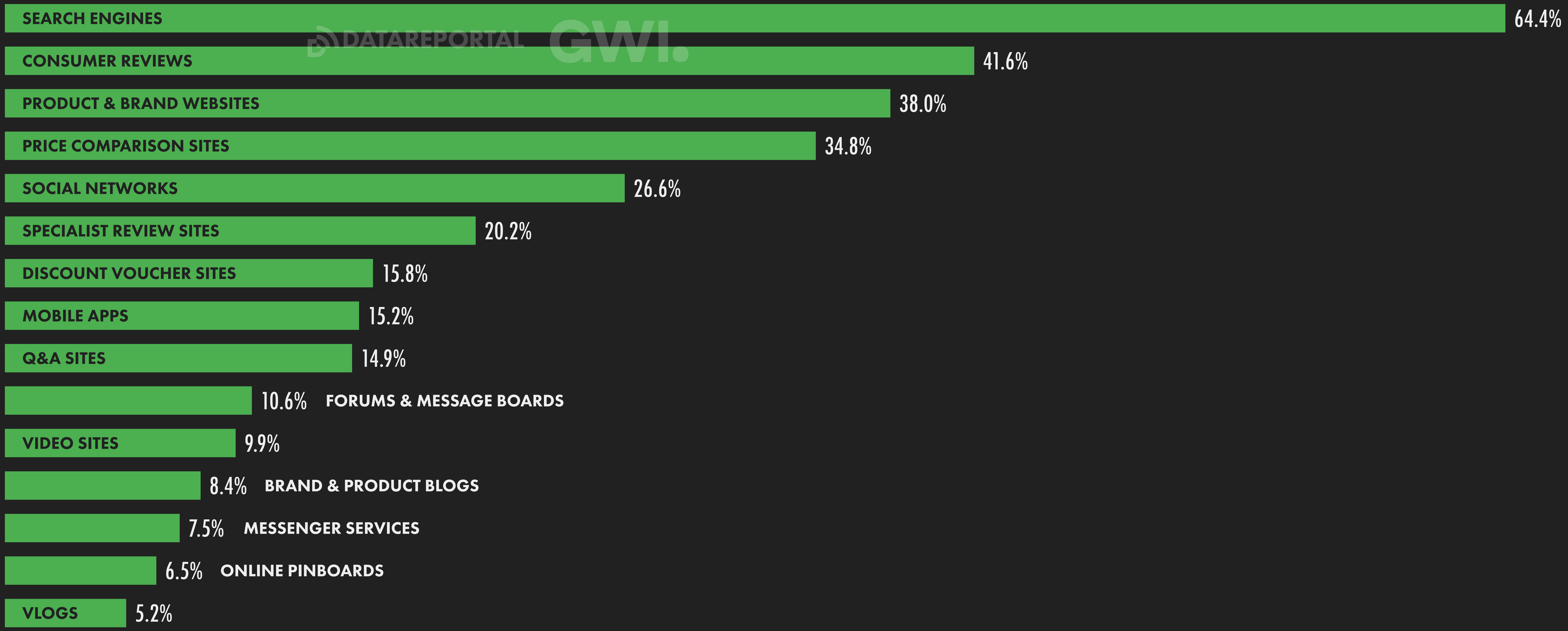
SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

THE UNITED KINGDOM



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.


FEB 2025
ADVERTISING SPEND: TOTAL vs. DIGITAL
TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2024)
THE UNITED KINGDOM
TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)
$59.5
BILLION
YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+7.5%
+$4.13 BILLION
DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)
$48.1
BILLION
YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+9.4%
+$4.13 BILLION
DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
80.8%
statista
statista
KEPIOS
SOURCE: STATISTA MARKET INSIGHTS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ADVISORY: THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.
142
we are social
Meltwater

FEB 2025

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2024)

THE UNITED KINGDOM

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2024 IN U.S. DOLLARS. WHITE BARS DENOTED BY "(AGG.)" REPRESENT AGGREGATE VALUES, AND FIGURES INCLUDE COMBINED SUBSETS OF OTHER AD FORMATS ALSO SHOWN ON THIS CHART. FOR EXAMPLE, "SOCIAL MEDIA" SPEND INCLUDES A SUBSET OF REVENUES ALSO ASSOCIATED WITH ONLINE BANNER ADS AND ONLINE VIDEO ADS. WHERE LETTERS APPEAR NEXT TO FIGURES, "M" DENOTES MILLIONS, "B" DENOTES BILLIONS, AND "T" DENOTES TRILLIONS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL MARKETING: ATTITUDES AND BEHAVIOURS

ATTITUDES AND BEHAVIOURS RELATING TO DIGITAL MARKETING AMONGST INTERNET USERS AGED 16+, INCLUDING AVERAGE AD SPEND PER CAPITA

THE UNITED KINGDOM

CONTEXT: AVERAGE DIGITAL AD SPEND PER INTERNET USER (USD; 2024)	$709
FEEL REPRESENTED IN THE ADS THEY SEE AND HEAR	7.2%
RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE	59.1%
VISIT SOCIAL MEDIA TO LEARN ABOUT BRANDS AND SEE BRANDS' CONTENT	37.5%
VISITED A BRAND'S WEBSITE IN THE PAST MONTH	64.4%
CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST MONTH	9.0%
CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST MONTH	11.0%
DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST MONTH	15.0%

SOURCE: AD SPEND DATA VIA STATISTA MARKET INSIGHTS; ALL OTHER VALUES VIA GWI (Q3 2024). **NOTE:** VALUES FOR AVERAGE DIGITAL AD SPEND ARE IN UNITED STATES DOLLARS, AND REPRESENT THE TOTAL SPEND ON DIGITAL ADS IN 2024 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA.

FEB 2025

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

THE UNITED KINGDOM

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)	PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$42.8 BILLION	+11.3% +$4.34 BILLION	89.1%	+1.7% +151 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

IN-APP ADVERTISING OVERVIEW

SPEND ON ADVERTISING WITHIN MOBILE AND TABLET APPS, AND THE ASSOCIATED SHARE OF THE DIGITAL ADVERTISING MARKET

THE UNITED KINGDOM

ANNUAL SPEND ON IN-APP ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN IN-APP ADVERTISING SPEND (USD)	IN-APP ADVERTISING'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN IN-APP ADVERTISING'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$14.7 BILLION	+11.5% +$1.52 BILLION	30.6%	+1.9% +58 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

THE UNITED KINGDOM

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND	ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$24.2 BILLION	**+11.4%** +$2.47 BILLION	**50.4%**	**+1.8%** +88 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2025

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

THE UNITED KINGDOM

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND	SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$11.4 BILLION	+13.8% +$1.38 BILLION	23.7%	+4.0% +92 BPS

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

THE UNITED KINGDOM

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND	INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
$1.17 BILLION	+13.6% +$140 MILLION	2.4%	+3.8% +9 BPS

SOURCE: STATISTA MARKET INSIGHTS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

THE UNITED KINGDOM

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
70.1%	41.1%	49.6%	27.2%	22.8%

SOURCES: DATA FOR "EXPRESS CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA THE REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2024". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ (SEE DIGITALNEWSREPORT.ORG FOR DETAILS). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2024).

MORE INFORMATION

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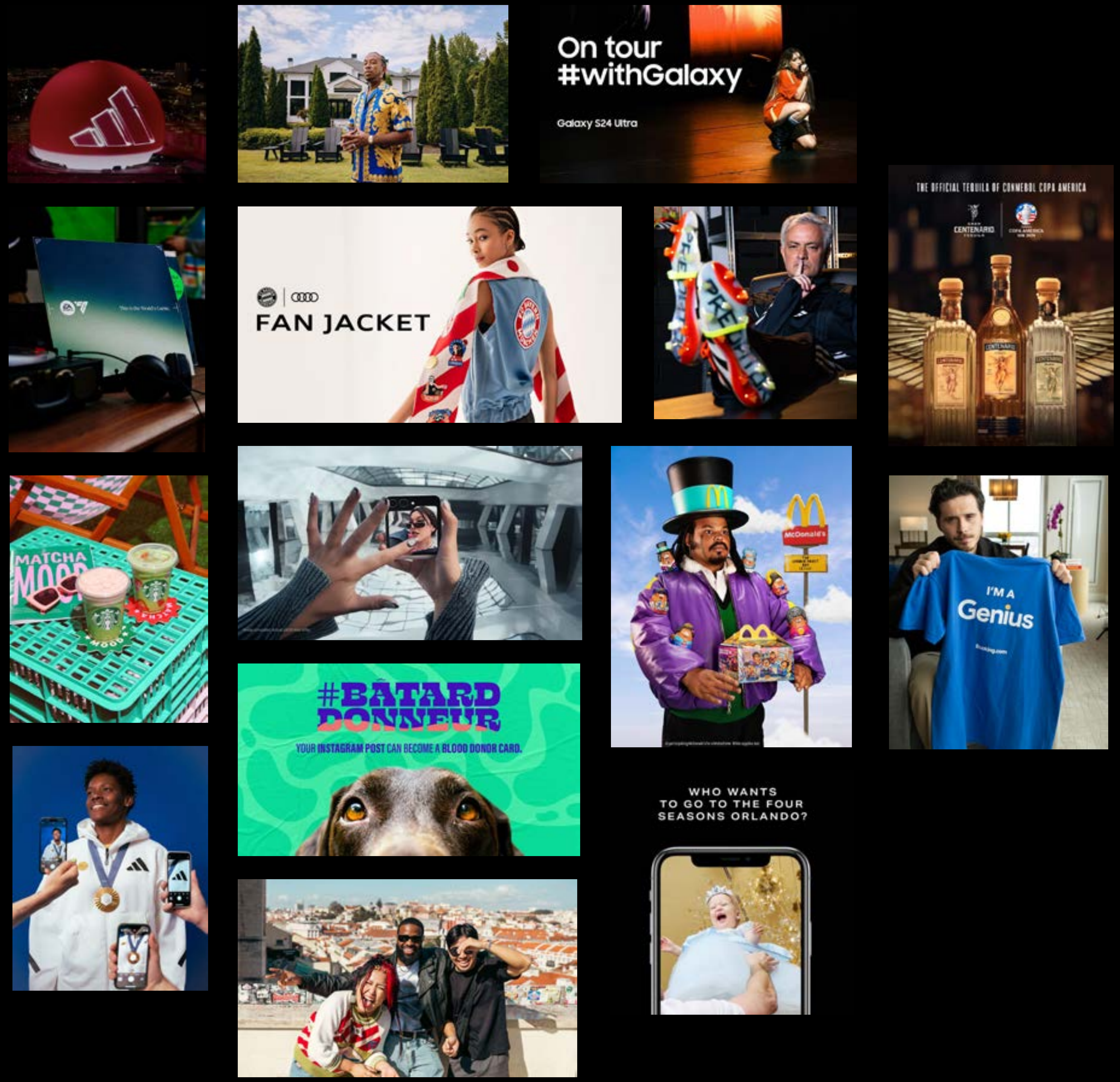

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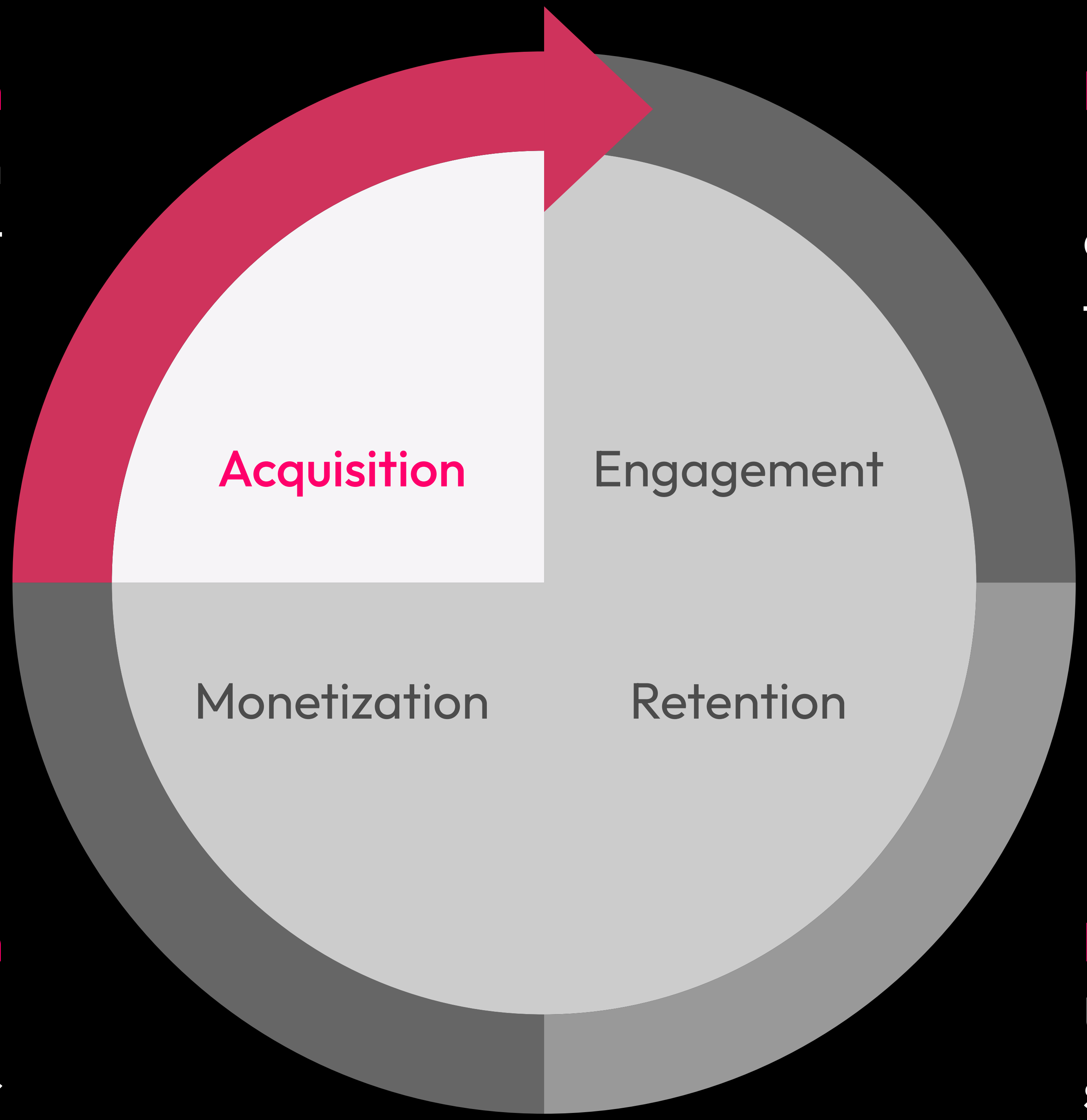

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

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